



RECOMMENDATION REPORT
PREPARED FOR App Trader
PREPARED BY Terminal Analytics

App Trader is a broker that purchases the rights to apps from developers in order to market the apps and offer in-app purchase. App Trader is looking to spearhead a new gaming division by purchasing the rights to several games. Terminal Analytics has been hired to perform analysis on apps in the Apple and Google Play stores in order to recommend the 10 most valuable apps.

Based on market research provided by App Trader, Terminal Analytics used the following to inform their recommendations:

1. Target apps
 - a. Targeted apps will include only games with 1M+ reviews
 - b. Apps of all age categories and content ratings will be acceptable
2. Net profit over estimated lifespan
 - a. $(\text{Yearly income} \times \text{lifespan}) - (\text{yearly expenses} \times \text{lifespan}) - \text{purchase price}$
 - b. Yearly income: \$5000 per month per app store it is on
 - c. Lifespan: One year per half point in average rating
 - d. Expenses: \$1000 per month for marketing, for one or both stores
 - e. Purchase price: 10,000 x app price; \$10,000 for apps up to \$1.00
3. Net profit considerations
 - a. For apps on both app stores, yearly income doubles while expenses stay the same
 - b. Higher ratings result in longer lifespans, as well as higher quality content
 - c. Lower purchase prices will result in increased net profit
4. Popularity
 - a. All other factors being equal, Terminal Analytics recommends more popular apps over less popular ones, factored by number of reviews

Top 10 Apps

Name	Average Rating	Review Count (mill)	Purchase Price	Yearly Income	Lifespan (Years)	Projected Net Profit
Geometry Dash Lite	5.0	6.55	\$10,000	\$120,000	11	\$1,299,000
PewDiePie's Tuber Simulator	5.0	1.59	\$10,000	\$120,000	11	\$1,299,000
Clash of Clans	4.5	181.69	\$10,000	\$120,000	10	\$1,180,000
Subway Surfers	4.5	167.04	\$10,000	\$120,000	10	\$1,180,000
Candy Crush Saga	4.5	157.95	\$10,000	\$120,000	10	\$1,180,000
Clash Royale	4.5	92.8	\$10,000	\$120,000	10	\$1,180,000
Temple Run 2	4.5	49.01	\$10,000	\$120,000	10	\$1,180,000
My Talking Tom	4.5	44.79	\$10,000	\$120,000	10	\$1,180,000
Pou	4.5	41.94	\$10,000	\$120,000	10	\$1,180,000
ROBLOX	4.5	40.22	\$10,000	\$120,000	10	\$1,180,000