Thanks, Cat!

In exploring the data to become familiar with its contents, we focused our search on apps that were found in both the Apple app store and the Android Play Store databases.

We analyzed both app review count averages and install count information. We made a choice to eliminate several apps with high reviews and ratings near the top of our list due to somewhat dicey public reputations in order to protect your investment over time.

Our analysis showed that the most popular apps were all $1.00 or less, so we focused on this price range. We further added the condition of ratings rounded to 4.5 or higher to maximize the projected app lifespan.

These are apps that our analysis team recommends you purchase for your Memorial Day launch. We have listed a variety that is similar to the genre mix Cat discussed earlier. Six of the 10 apps are games, as they are the most popular category or genre. These include Clash of Clans, Subway Surfers, Clash Royale, Candy Crush, Shadow Fight 2, and Hay Day. We then included one app from each of the other 4 genres mentioned previously, as categorized in the app store. These include Whats App Messenger, Instagram, Microsoft Word, and Pics Art. We feel having a mix of genres will help to diversify your launch offering to the widest variety of app consumers.

Next up, Jacob will discuss the financial benefits of our analysis.

Apps not listed were Talking Angela and Talking Tom as they have been reported to be spyware.

Word = productivity, Pics Arts – photography, Whats App -social networking, Instagram – entertainment

Genre analysis diagram was pulled from a subset of our data – around 150 of the apps at the top of our list, so it is not representative of genre percentages as a whole