



# App Trader Presentation

Kiwi team:

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We make a living from digging out data.

-Team Kiwi

# Deliverables

- Top 10 Apps to BUY NOW for Memorial Day debut
- Recommendations on what apps to target, based on:
  - Price range
  - Genre
  - Content Rating

# What we focused on

- Bottom line - this is a business.... BUSINESS metrics drive decisions!
- Focused on
  - Profit
  - Return on Investment (ROI)
  - Other data points as tie breakers



Rank	name	ROI %	Profit	Category
1	PewDiePie's Tuber Simulator	768	\$ 1,168,000	Games
2	Geometry Dash Lite	729	\$ 1,108,000	Games
<del>3</del>	<del>Domino's Pizza USA</del>	<del>729</del>	<del>\$ 1,108,000</del>	<del>Food &amp; Drink</del>
4	Egg, Inc.	729	\$ 1,108,000	Games
5	Fernanfloo	729	\$ 1,108,000	Games
<del>6</del>	<del>The Guardian</del>	<del>729</del>	<del>\$ 1,108,000</del>	<del>News</del>
7	ASOS	729	\$ 1,108,000	Shopping
8	Cytus	678	\$ 1,098,100	Games
9	H*nest Meditation	633	\$ 1,088,200	Entertainment
<del>10</del>	<del>WhatsApp Messenger</del>	<del>757</del>	<del>\$ 1,060,000</del>	<del>Social Networking</del>
<del>11</del>	<del>Instagram</del>	<del>757</del>	<del>\$ 1,060,000</del>	<del>Photo &amp; Video</del>
12	Clash of Clans	757	\$ 1,060,000	Games
13	Subway Surfers	757	\$ 1,060,000	Games
14	Clash Royale	757	\$ 1,060,000	Games

Domino's Pizza,  
The Guardian,  
WhatsApp,  
Instagram probably  
not attainable

# Alternate: Top 10 by ROI



Rank	name	ROI %	Profit	Category
1	PewDiePie's Tuber Simulator	768	\$ 1,168,000	Games
2	<del>WhatsApp Messenger</del>	<del>757</del>	<del>\$ 1,060,000</del>	<del>Social Networking</del>
3	<del>Instagram</del>	<del>757</del>	<del>\$ 1,060,000</del>	<del>Photo &amp; Video</del>
4	Clash of Clans	757	\$ 1,060,000	Games
5	Subway Surfers	757	\$ 1,060,000	Games
6	Clash Royale	757	\$ 1,060,000	Games
7	Candy Crush Saga	757	\$ 1,060,000	Games
8	My Talking Tom	757	\$ 1,060,000	Games
9	Shadow Fight 2	757	\$ 1,060,000	Games
10	Hay Day	757	\$ 1,060,000	Games
11	Pou	757	\$ 1,060,000	Games
12	My Talking Angela	757	\$ 1,060,000	Games

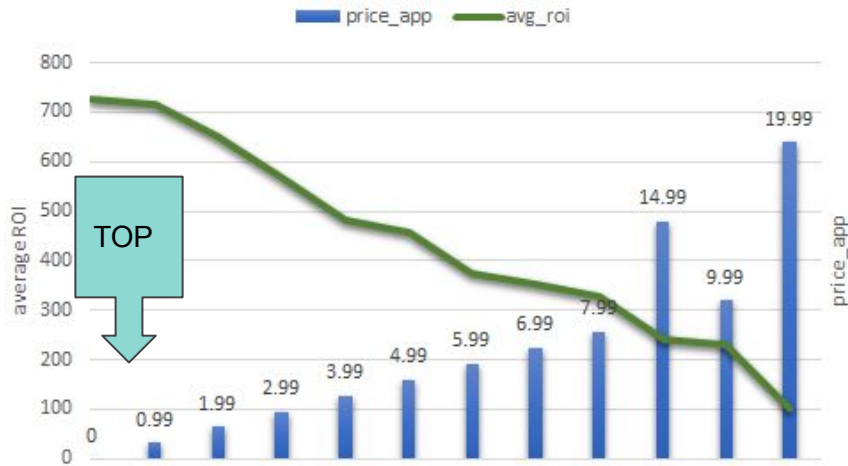
WhatsApp and Instagram owned by Facebook - likely not attainable

# Price Range



- 0-24.99 is the price range from both stores among the top 100 ROI
- Top ROI comes from low range prices

TOP 100 ROI vs app\_store\_price



Top 100 ROI vs play\_store\_price



# Genre

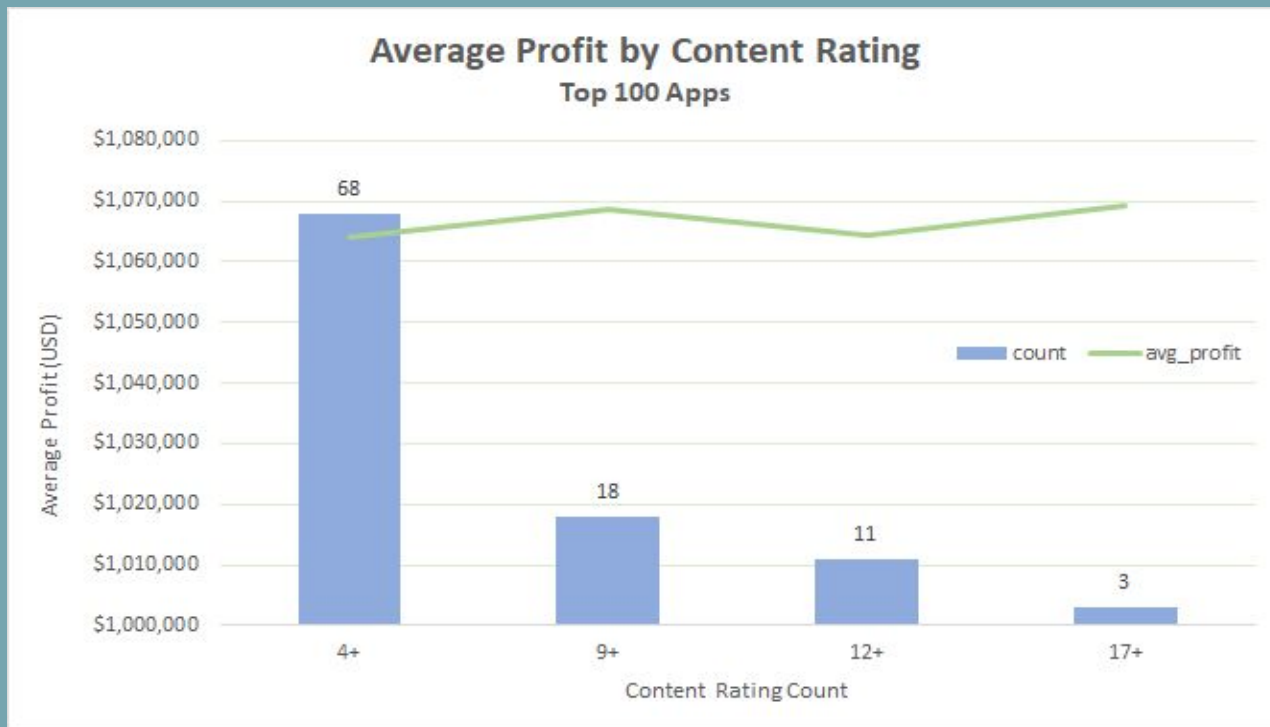
## Profit and ROI by Genre

Top 100 apps





# Content Rating





# Final Recommendations

- **PRICE RANGE: BEST ROI**

The lowest price + high reviews from top 100 ROI

- **GENRE: Best ROI, and \$1M Average Net Profit**

Games: 53 apps

Family: 26 apps

- **CONTENT RATING**

No significant difference in the average profit

Majority apps are in the 4+ content rating

# Questions?

