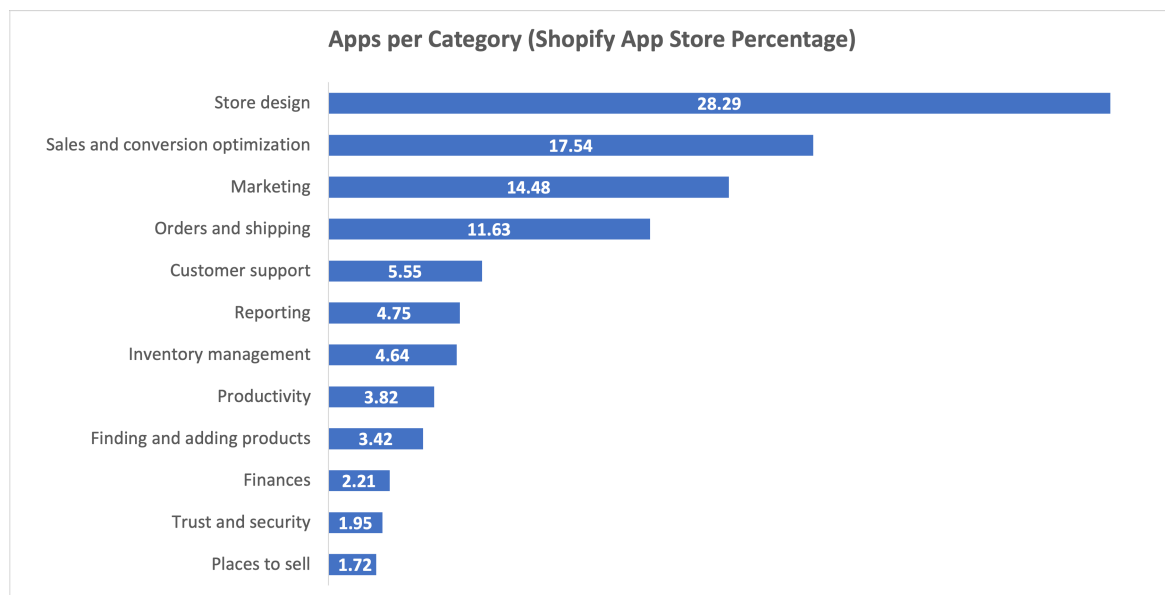# Shopify App Opportunity Assessment

Shopify app store is a marketplace that provides a collection of free and premium apps that helps business owners improve their online stores. Analysis of the Shopify app store dataset to uncover a potential opportunity for a new Shopify app.
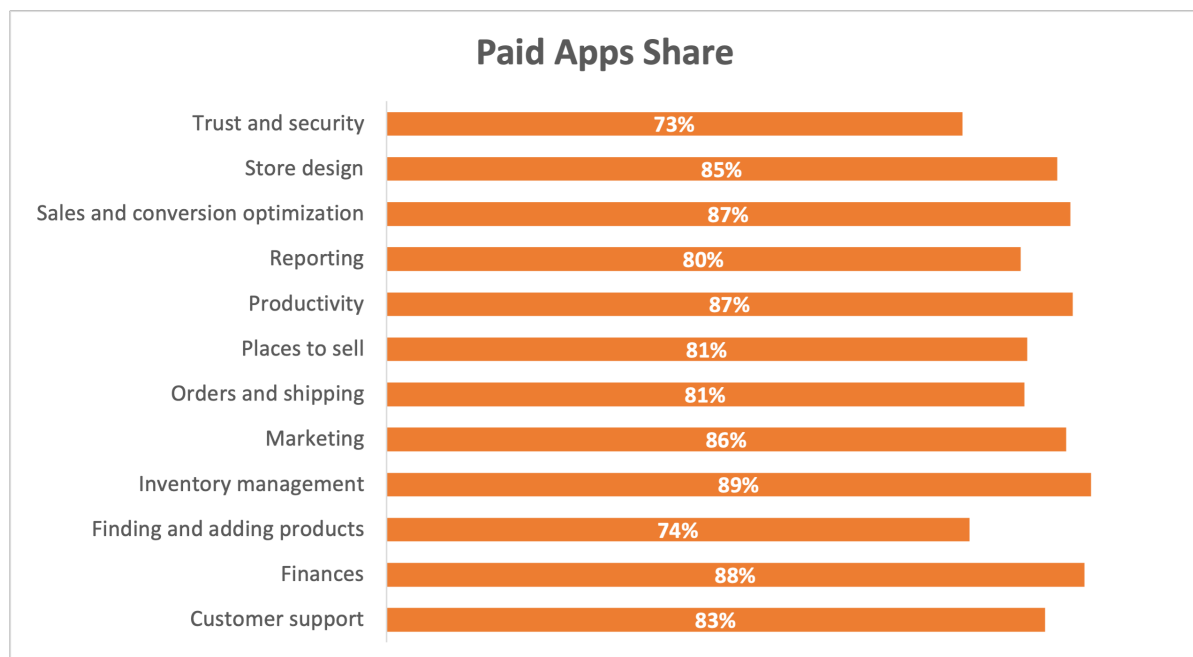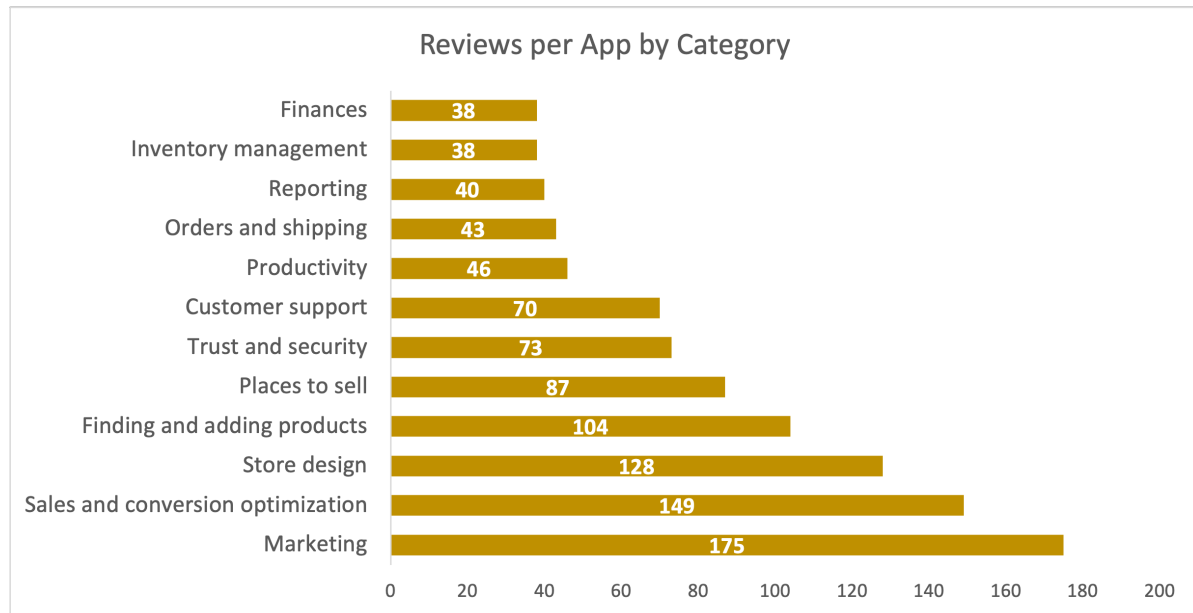
App Categories:

Store Design, Sales and Conversion Optimization, Marketing, and Orders and Shipping are the top app categories in the app store as they provide business owners the core elements needed to start an online store i.e. to design an online store, engage customers, take customer orders and ship the products.

Apps per Category (Shopify App Store Percentage)

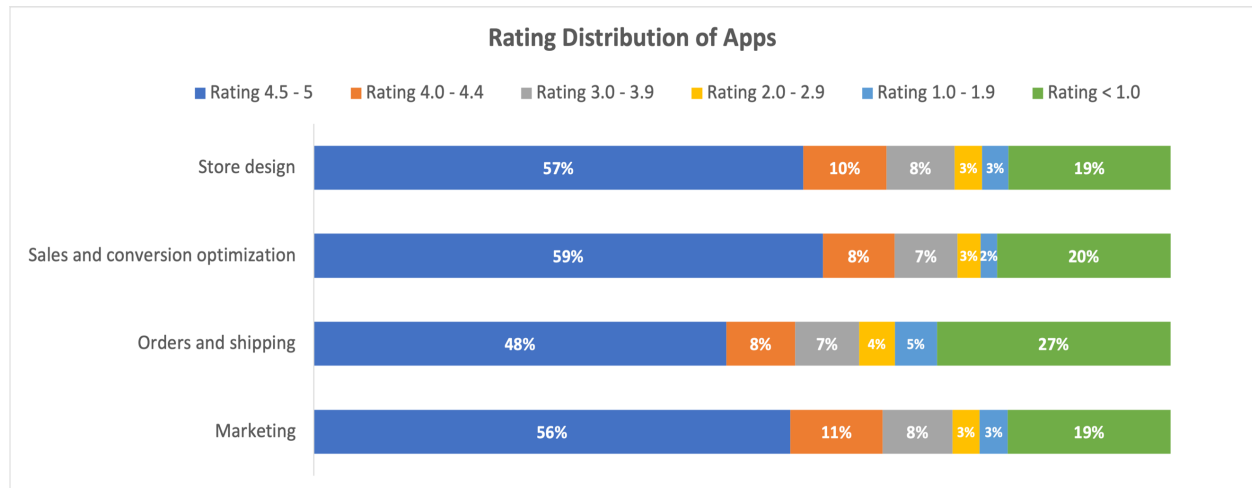| Category	Percentage
Store design	28.29
Sales and conversion optimization	17.54
Marketing	14.48
Orders and shipping	11.63
Customer support	5.55
Reporting	4.75
Inventory management	4.64
Productivity	3.82
Finding and adding products	3.42
Finances	2.21
Trust and security	1.95
Places to sell	1.72

To find a potential opportunity among these top categories for a new app, we will look at the reviews, rating of apps, and paid apps market share in different categories to assess the competition in these categories.

Reviews per App and Paid Apps Share for the top categories Store Design, Sales and Conversion, and Marketing are also among the top with one exception – Orders and Shipping

Reviews per App by Category

Category	Reviews
Finances	38
Inventory management	38
Reporting	40
Orders and shipping	43
Productivity	46
Customer support	70
Trust and security	73
Places to sell	87
Finding and adding products	104
Store design	128
Sales and conversion optimization	149
Marketing	175

Paid Apps Share

Category	Share
Trust and security	73%
Store design	85%
Sales and conversion optimization	87%
Reporting	80%
Productivity	87%
Places to sell	81%
Orders and shipping	81%
Marketing	86%
Inventory management	89%
Finding and adding products	74%
Finances	88%
Customer support	83%

The rating distribution of apps in the top categories further shows that Orders and Shipping has the highest number of low ratings (< 1). Also, the percentage of apps in the 4.5 – 5 rating is significantly lower than the other three categories. It is less competitive at the top in this category.

Rating Distribution of Apps

Legend: Rating 4.5 - 5 | Rating 4.0 - 4.4 | Rating 3.0 - 3.9 | Rating 2.0 - 2.9 | Rating 1.0 - 1.9 | Rating < 1.0

Category	Rating 4.5 - 5	Rating 4.0 - 4.4	Rating 3.0 - 3.9	Rating 2.0 - 2.9	Rating 1.0 - 1.9	Rating < 1.0
Store design	57%	10%	8%	3%	3%	19%
Sales and conversion optimization	59%	8%	7%	3%	2%	20%
Orders and shipping	48%	8%	7%	4%	5%	27%
Marketing	56%	11%	8%	3%	3%	19%

App Category to Focus:

This shows that there is an unmet need in Orders and Shipping category making it a good potential opportunity to launch a new app.

Additional things to consider for the app:

Analysis of reviews and pricing plans for the orders and shipping category gives some additional insights into some things to focus for the new app

- **Free Trials** with **Tiered Pricing** are the most popular pricing plans

- **Customer Support** and **Ease of Use** are important to business owners as they are the popular themes mentioned in the positive reviews (reviews with rating higher than 3)

- **Customer Support**, **Slower Response Times**, and **Issues / doesn't work** are the main complaints in the negative reviews (reviews with rating less than 3)

Positive Reviews

Negative Reviews