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## Budget

### Reviews and Downloads

- Mostly positive reviews, but recent reviews show an influx of ads leading to customer dissatisfaction.
- 1M+ downloads

### Market

- Classified by google as a [tool](#)
- Target audience seems to be very broad, but aims more for everyday users instead of more technical users.
- USPs include simple UI (graphs and such) and budgeting capabilities.

### Similar features

- Budget tracking
- Expense tracking
- Budget Categorization
- Graphs

### Makes theirs preferable

- Simplicity

### Would I use the app

No, the app is too simple and doesn't allow for more complex things like scheduled expenses and income and planned payments

### Improve

Add the features stated above