TABLE 1:

"Unified App". term that refers to a unified application. In the context of a database of top downloaded mobile games, "Unified App" could refer to an application that has been developed and optimized to be compatible with and run on multiple platforms or operating systems.

"Cumulative Downloads" refers to the total number of downloads a particular gaming app has had from its launch to the current date. It's an important metric to gauge the popularity and adoption of a game over time.

SOME IDEAS: FOR
Cumulative Downloads: Total number of downloads of an application since its launch.
Popularity: An indicator of how well an app is received in terms of downloads and usage.
Adoption: Degree to which users have accepted and started using an application.
Download History: Record of downloads over time, which helps to analyze trends.
Growth Rate: The rate at which the cumulative downloads of an application are increasing.
Release: Date the application was made available for download.
User Retention: The ability of an application to maintain users after downloading it.
Engagement: A measure of how long and how users interact with the app after downloading it.

"Revenue"
SOME IDEAS
Total Revenue: The sum of all sources of revenue generated by the game.
Monetization: Process of converting the use or interaction with the game into economic income.
Subscriptions: A model in which users pay a recurring fee to access premium features or exclusive content.
Freemium Model: Games that are free to play but offer optional purchases to enhance the experience.

"Cumulative Revenue refers to the total amount of revenue generated by a game from its launch to the current date. It is a key metric for evaluating the profitability and financial success of a game over time.
Some IDEAS
Cumulative Revenue: Total revenue generated by a game since its release.
Profitability: A game's ability to generate revenue compared to the associated costs.
Monetization Revenue: Money earned through monetization models such as in-app purchases, advertising, and subscriptions.

"RPD"
Revenue Per Download: refer to the amount of revenue generated from each download of an app. It can be an important indicator for evaluating the effectiveness of an app's monetization.

"Organic Downloads" I refers to the number of times an app has been downloaded directly from the app store, without being driven by paid marketing campaigns or other promotional means.
SOME IDEAS
Store Visibility: The exposure of an app in the app store due to its relevance and quality, which can lead to more organic downloads.
Word of Mouth: The spread of information about an app from one user to another, which can result in organic downloads.

"Usage Penetration" refers to the proportion or percentage of users within a specific group or market that use a particular application.
SOME IDEAS
User Reach: How many users in the target market have experienced the app.
Market Segmentation: Dividing the market into specific groups to measure usage penetration among different segments.
Market Share: The proportion that the use of an application represents in relation to other options available in the market.

"Install Penetration" refers to the proportion or percentage of devices within a specific group or market on which a particular game or app has been installed.
SOME IDEAS
Install Reach: How many devices in the target market have installed the app.
Market Segmentation: Dividing the market into specific groups to measure installation penetration between different segments.
Install Market Share: The ratio that represents the number of installations of an application in relation to other options available in the market.

"Install Base" refers to the total number of devices on which a particular game or app has been installed. Represents the total number of users or devices that have the game installed at a specific time.
SOME IDEAS
Installed Users: The total number of users who have downloaded and installed the app.
Reach of Installed Users: The range or number of users that the installation of the application has reached.

"Open Rate" refers to the percentage of users who open and use the app after installing it on their devices.

"Avg Sessions / User" refers to the average number of times a user launches and uses an app in a given period.
SOME IDEAS
Frequency of Use: How many times on average users return to the application.
User Retention: The extent to which users continue to use the application over time.
Session Time: The average duration of each session in the application.

"Avg Session Duration" refers to the average time a user spends using the application during a session.

"Avg Time / User" refers to the average time an individual user spends using the app in a given period.

"Avg Active Days" refers to the average number of days a user has been active in the app over a given period.

"% Active Days" refers to the percentage of days a user has been active in the app compared to the total days in a given period.
SOME IDEAS
User Retention: The extent to which users continue to use the application for long periods of time.

"Share of Category Time" ∫refers to the percentage of total time users spend on a specific app compared to the total time spent on all apps in a given category.