Task 2: Conceptual Thinking – My Approach:

First, I would clean the app descriptions. At this stage, I would remove stop words, special characters, and overly frequent generic phrases to make the text more meaningful.

Next, I would transform the descriptions into numerical representations using widely adopted natural language processing methods such as TF-IDF, Word2Vec, or BERT**.** This would allow each app description to be converted into a comparable format.

I would then compare the descriptions of the target apps with all apps in the pool, calculating similarity scores using metrics such as **cosine similarity**. This way, I could list the most similar apps for each target app. To enrich the comparison, I would complement text similarity with additional signals such as category, rating, or keyword matches.

Beyond pairwise similarity, I would also apply **clustering methods** (e.g., KMeans) to group all apps. Afterward, I would analyze which clusters the target apps fall into. This approach would allow me to see similar apps from a broader perspective.

Of course, there may be challenges. Descriptions are often written in marketing language, leading to overly broad or generic text. Additionally, some descriptions may be written in different languages, and categories like **"**Productivity" are so broad that they may artificially increase similarity. To address these issues, I would rely on techniques such as term weighting, automatic translation, or more detailed keyword extraction to refine the analysis.

Task 3: Strategic Thinking – My Approach:

To understand whether apps stand out in the market, I would first examine user engagement and feedback. Metrics such as average rating, number of reviews, download volume, and the most recent update date are key signals for me. Apps that are frequently updated, highly rated, and show growing user adoption tend to appear stronger in the market.

In addition, I would pay attention to the value propositions expressed in the app descriptions. Phrases like "AI-powered," "free," or "community-based" highlight points of differentiation. By comparing these aspects with competing apps, I can identify which features are most attractive to users.

I would also look at category-level trends. For example, in health, AI, or education apps, which features are gaining popularity and which apps are surfacing in the App Store? I would collect this information both from app descriptions and from complementary market research.

Ultimately, this analysis shows me which apps stand out and why. It also helps me strategically decide which apps to prioritize and which developers to reach out to during the outreach process.