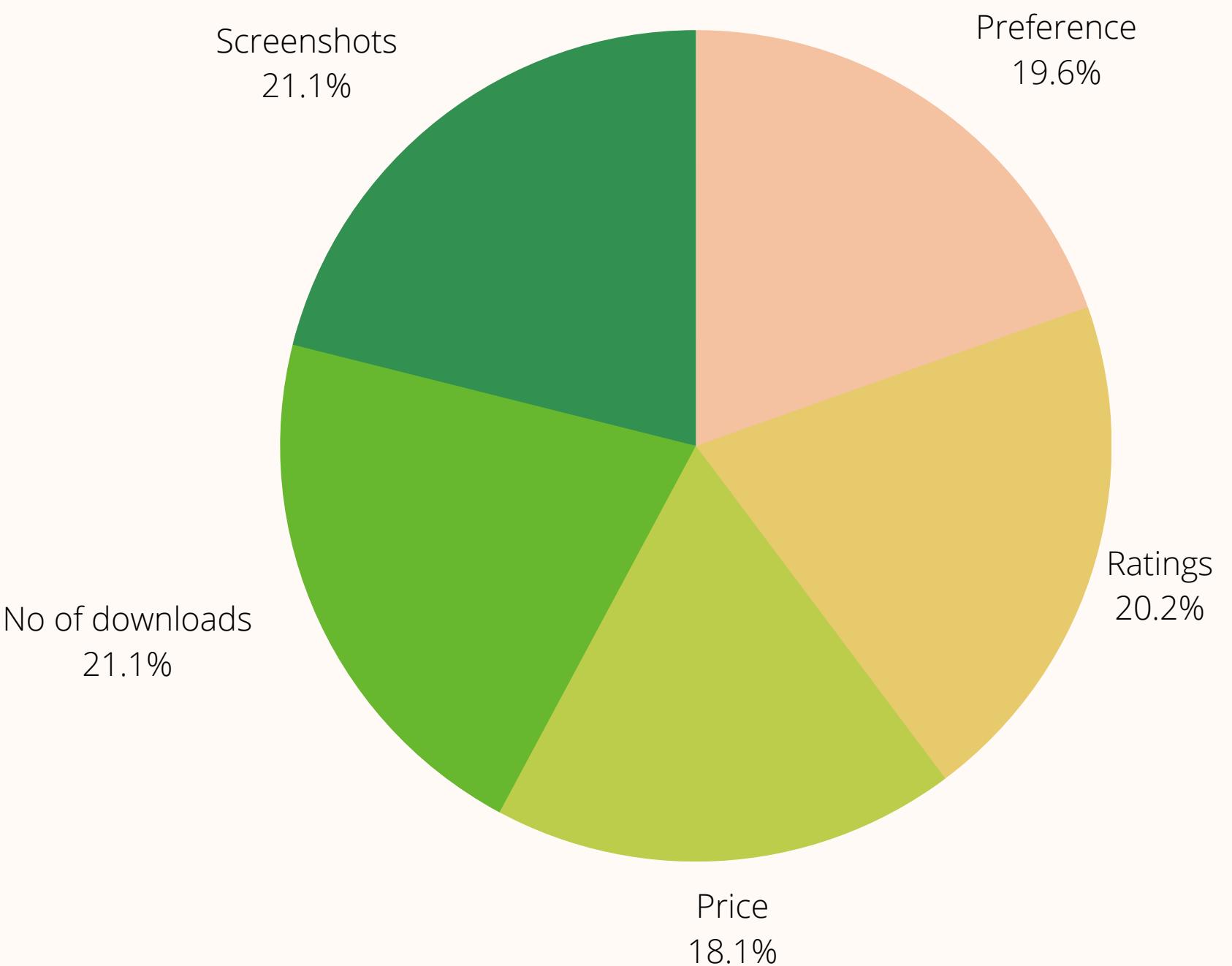


# Significance of factors affecting user engagement with App

# Proposal

## PROJECT GOALS

Unleashing the  
Potential of Mobile  
Apps with Indus App  
Bazaar!



# Clients

## App Categories

Most popular app categories:  
"Games,"  
"Entertainment,"  
and "Education."

"Medical" category  
for high average  
downloads and  
"Social  
Networking" for  
high average  
ratings.

visually appealing  
screenshots play a  
crucial role in the  
success of an app.

When an app is compatible with a  
wide range of devices, it increases its  
potential user base, leading to higher  
downloads and usage. Supporting  
popular devices, such as iPhones and  
Android smartphones, ensures that  
the app can reach a larger audience.

By implementing Vpp Device  
Based Licensing, We can can  
centrally purchase and  
distribute apps to multiple  
devices, simplifying app  
management and reducing  
administrative overhead.

Need to add more Appealing Screenshots to our less rated Apps can help in more user engagement with our Apps irrespective of App Size

# *Recommendations*

01

Monitoring user feedback and ratings is essential for continuous improvement. Additionally,

02

it is crucial to focus on popular app categories, optimize app size, and consider the number of screenshots.

03

evaluating the impact of Vpp Device Based Licensing can provide potential benefits for your app.