Kasparro — AI-Powered Market Intelligence

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Recommendations

Here are 4 actionable recommendations, based on the category data, aimed at maximizing growth potential:
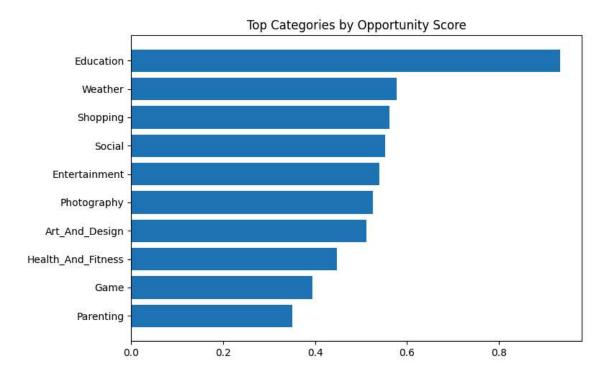
*   **Prioritize Education:** Invest heavily in the Education category. High score, strong user ratings and installs, and relatively lower competition make it the most promising for rapid growth.
*   **Consider Art & Design or Parenting Niches:** Explore developing apps within the "Art_And_Design" or "Parenting" categories. While the median installs are lower, these niches have a relatively high score compared to competition, and strong ratings, suggesting unmet user needs.
*   **De-prioritize Game & Photography:** Avoid or significantly reduce investment in "Game" and "Photography". Both exhibit high competition and comparatively lower scores, indicating a saturated market and limited growth potential.
*   **Analyze Weather Category More Deeply:** Investigate *why* "Weather" is underperforming its potential. Median installs are high, but a lower score might indicate issues with user satisfaction or feature differentiation that need addressing.

Top Categories (Opportunity Ranking)

primary_category	n_apps	avg_rating	med_installs	sum_reviews	z_installs	z_rating	z_comp	opportunity_score	confidence
Education	130	4.375969	1000000.0	23165500.0	0.870535	1.124998	0.482186	0.933485	0.971001
Weather	82	4.244000	1000000.0	14604735.0	0.870535	0.201161	0.614710	0.577203	0.971001
Shopping	223	4.252239	1000000.0	94862756.0	0.870535	0.258836	0.225421	0.561344	0.971001
Social	280	4.254918	1000000.0	533576829.0	0.870535	0.277592	0.068048	0.553109	0.971001
Entertainment	111	4.136036	5000000.0	47570716.0	1.415973	-0.554630	0.534643	0.539599	0.971001
Photography	322	4.182895	3000000.0	204297410.0	1.242854	-0.226600	-0.047910	0.525996	0.971001
Art_And_Design	65	4.358065	100000.0	1714440.0	0.090191	0.999659	0.661645	0.511124	0.971001
Health_And_Fitness	306	4.261450	500000.0	30845186.0	0.635627	0.323321	-0.003735	0.446769	0.971001
Game	1121	4.281285	1000000.0	1415536650.0	0.870535	0.462171	-2.253882	0.394748	0.971001
Parenting	60	4.300000	100000.0	958331.0	0.090191	0.593184	0.675450	0.349914	0.971001

Visualization

Top Categories by Opportunity Score

Combined Dataset — Sample

app_name	platform	primary_category	rating	reviews_count	price_usd	installs	size_mb	content_rating	last_updated
Relax Melodies P: Sleep Sounds	android	Health_And_Fitness	4.8	19543.0	2.99	100000.0	NaN	Everyone	2018-01-19 00:00:00
ZenUI Safeguard	android	Lifestyle	4.5	100.0	0.00	1000000.0	6.771088	Everyone	2018-05-09 00:00:00
Rossmann PL	android	Shopping	4.0	15867.0	0.00	5000000.0	NaN	Everyone	2018-08-06 00:00:00
HauteLook	android	Shopping	4.1	7193.0	0.00	500000.0	6.961823	Everyone	2018-07-13 00:00:00
AR Dragon Pet	android	Family	NaN	0.0	0.00	50000.0	NaN	Everyone	2017-11-09 00:00:00
Alif Ba Ta Bullseye	android	Family	NaN	1.0	1.99	5.0	15.258789	Everyone	2016-05-30 00:00:00
CN TV Canal 3 - Cable Netword	android	Family	NaN	5.0	0.00	1000.0	15.258789	Everyone	2018-02-10 00:00:00
DS cloud	android	Tools	3.2	4908.0	0.00	500000.0	36.239624	Everyone	2018-05-23 00:00:00
DZ Blagues	android	Family	4.2	580.0	0.00	10000.0	2.002716	Everyone	2012-12-19 00:00:00
AÖF Ev İdaresi 1. Sınıf	android	Family	NaN	2.0	0.00	1000.0	10.490417	Everyone	2018-07-15 00:00:00