

Artifacts

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# Kasparro — AI-Powered Market Intelligence

## Executive Recommendations

• Focus **Education**: Personalized learning path. Why: High installs, ratings, and opportunity score with great confidence.. KPI: Retention D30 = Retention after 30 days (how many users are still active). Confidence: High confidence. • Focus **Weather**: Implement hyperlocal alerts. Why: High installs, solid ratings, and great confidence.. KPI: DAU = Daily Active Users (how many people open the app each day). Confidence: High confidence. • Focus **Shopping**: Introduce price comparison feature. Why: High installs, good ratings, and great confidence.. KPI: CTR = Click-Through Rate (how often users click after seeing an item). Confidence: High confidence. • Focus **Social**: Launch group-based challenges. Why: High installs, good ratings, and great confidence.. KPI: DAU = Daily Active Users (how many people open the app each day). Confidence: High confidence.

## Structured Recommendations (JSON)

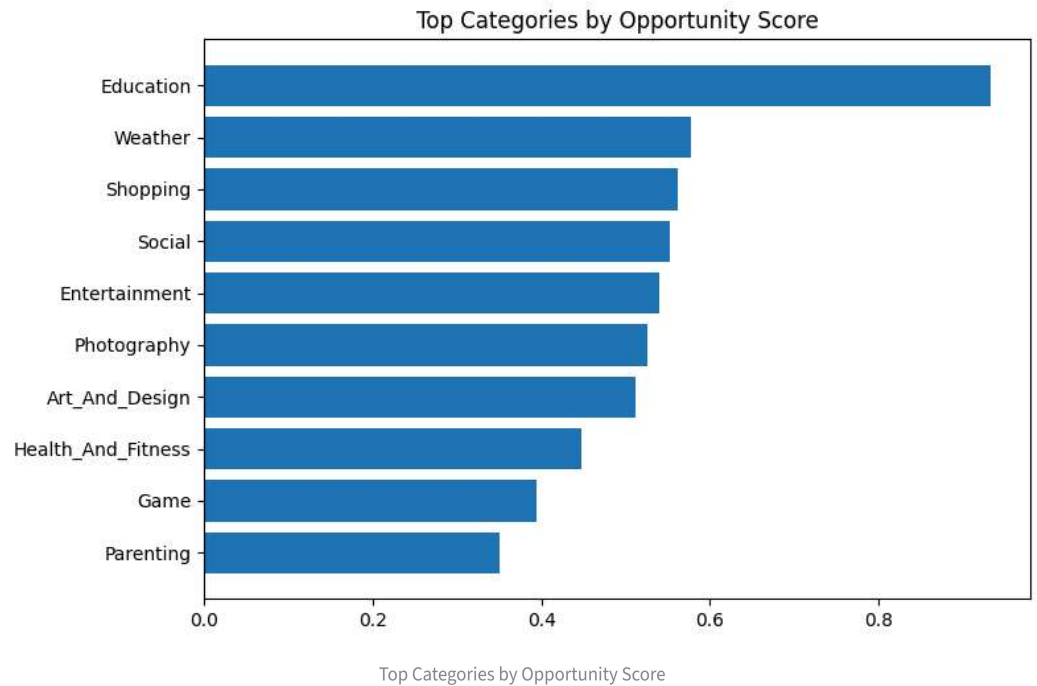
	category	action	why_short	primary
0	Education	Personalized learning path	High installs, ratings, and opportunity score with great confidence.	Retentic
1	Weather	Implement hyperlocal alerts	High installs, solid ratings, and great confidence.	DAU
2	Shopping	Introduce price comparison feature	High installs, good ratings, and great confidence.	CTR
3	Social	Launch group-based challenges	High installs, good ratings, and great confidence.	DAU

## Top Categories by Opportunity Score

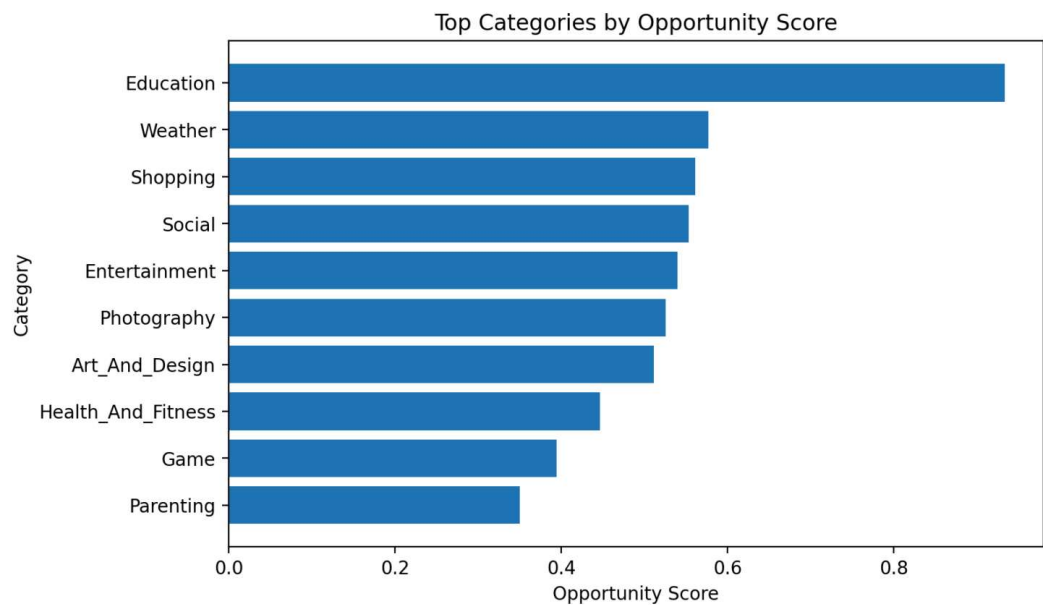
	primary_category	n_apps	avg_rating	sum_reviews	med_installs	z_installs	z_rating	z_co
0	Education	130	4.376	23165500	1000000	0.8705	1.125	
1	Weather	82	4.244	14604735	1000000	0.8705	0.2012	
2	Shopping	223	4.2522	94862756	1000000	0.8705	0.2588	
3	Social	280	4.2549	533576829	1000000	0.8705	0.2776	
4	Entertainment	111	4.136	47570716	5000000	1.416	-0.5546	
5	Photography	322	4.1829	204297410	3000000	1.2429	-0.2266	
6	Art_And_Design	65	4.3581	1714440	100000	0.0902	0.9997	
7	Health_And_Fitness	306	4.2615	30845186	500000	0.6356	0.3233	
8	Game	1121	4.2813	1415536650	1000000	0.8705	0.4622	
9	Parenting	60	4.3	958331	100000	0.0902	0.5932	

## Visualization

The use\_column\_width parameter has been deprecated and will be removed in a future release. Please utilize the use\_container\_width parameter instead.



If the image is missing or outdated, the plot below is generated directly from insights.json:



Browse Combined Dataset

	app_name	platform	primary_category	rating	reviews_count	price_usd	in
0	Photo Editor & Candy Camera & Grid & ScrapBook	android	Art_And_Design	4.1	159	0	
1	Coloring book moana	android	Art_And_Design	3.9	967	0	
2	U Launcher Lite – FREE Live Cool Themes, Hide Apps	android	Art_And_Design	4.7	87510	0	5
3	Sketch - Draw & Paint	android	Art_And_Design	4.5	215644	0	50
4	Pixel Draw - Number Art Coloring Book	android	Art_And_Design	4.3	967	0	
5	Paper flowers instructions	android	Art_And_Design	4.4	167	0	
6	Smoke Effect Photo Maker - Smoke Editor	android	Art_And_Design	3.8	178	0	
7	Infinite Painter	android	Art_And_Design	4.1	36815	0	1
8	Garden Coloring Book	android	Art_And_Design	4.4	13791	0	1
9	Kids Paint Free - Drawing Fun	android	Art_And_Design	4.7	121	0	

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