

## **App Store Project Insights**

1. Paid Apps have better ratings than free apps.
  - a. Users that pay for apps may engage with it more and perceive higher value.
  - b. If quality of an app is good, then creators can consider charging for it.
2. Apps supporting languages between 10-30 languages have higher ratings.
3. Finance and book apps have lower ratings.
  - a. Represents a market opportunity since user needs may not be met.
  - b. Better made apps in this category has potential for high ratings and market penetration.
4. Apps with a longer description have better ratings.
  - a. Detailed well-crafted app description can set clear expectations and increase satisfaction of users.
5. New apps should aim for a rating above the average of 3.5 to stand out.
6. Games and entertainment have the highest level of competition.
  - a. Market may be saturated since these two categories have the highest volume of apps.