

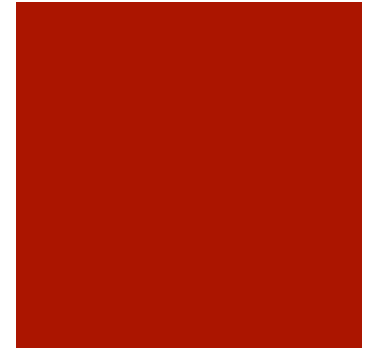


App Store Analysis

Rachel Ng

Main Objective

- Analyze user download behavior in the Apple app store and identify trends
- The apps below are the Top 5 most installed apps, they will be used as a proxy for the overall app store install behavior
 - Facebook Messenger
 - Facebook
 - Instagram
 - Snapchat
 - YouTube

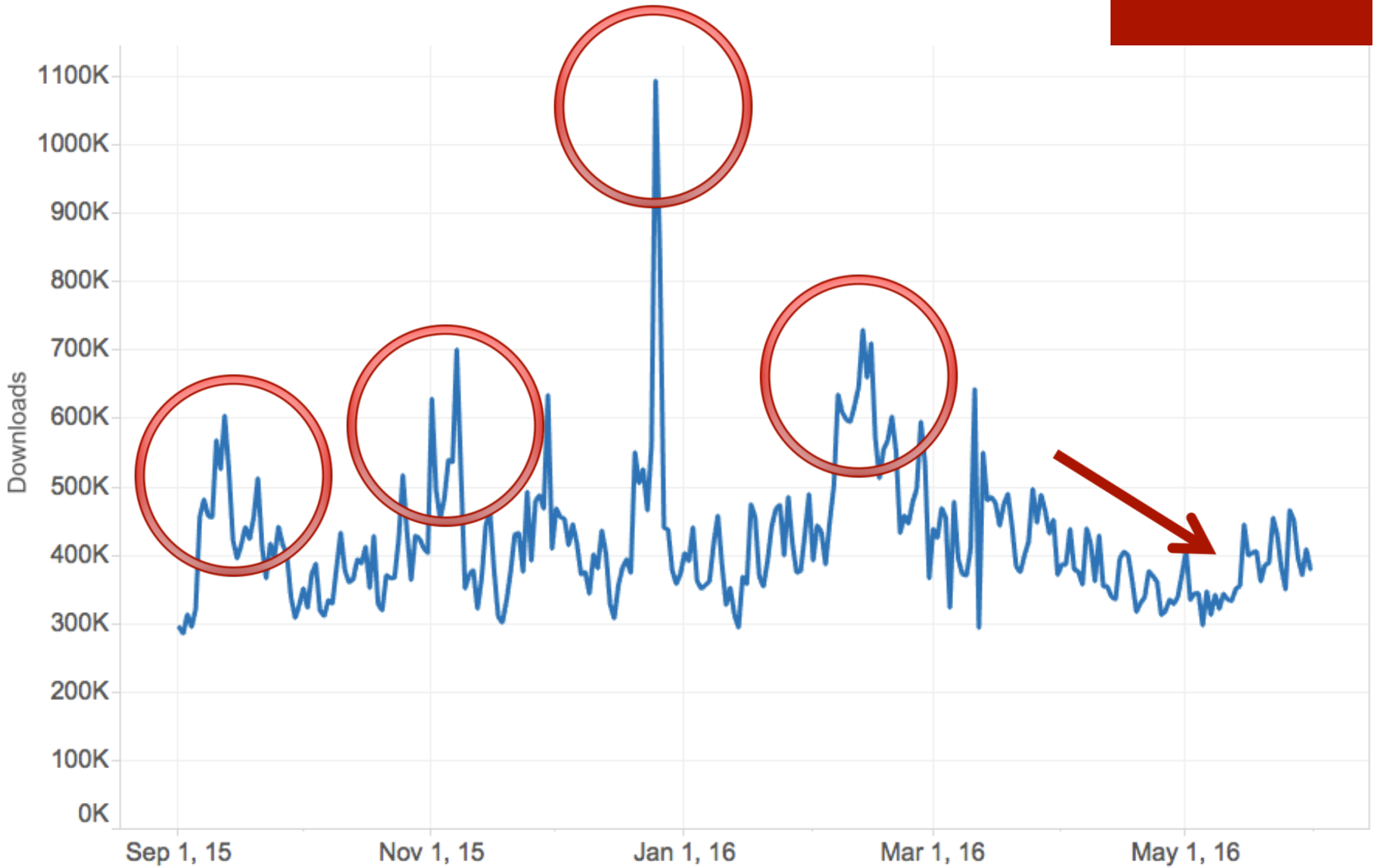


App Store Data

- Data from App Annie
- iOS (iPhone & iPad) US App Store Downloads
- Last 365 days (June 2015 – June 2016)
- Top 5 Apps by installs will be used as a proxy due to limitation on data export from App Annie to get the granularity that is needed
- Analysis done with Tableau



Daily Trends



Daily Trends

- There are multiple spikes in downloads:
 - Beginning of September
 - Back to school often increases usage of social networking apps, which are apps used as the install proxy
 - November
 - App Store Algorithm changes affected the rankings and install numbers
 - <https://techcrunch.com/2015/11/13/app-store-search-just-got-smarter/>
 - Major surge on December 25, 2015
 - iPhones and iPads are gifted as Christmas gifts so demand for essential apps spike dramatically



Daily Trends

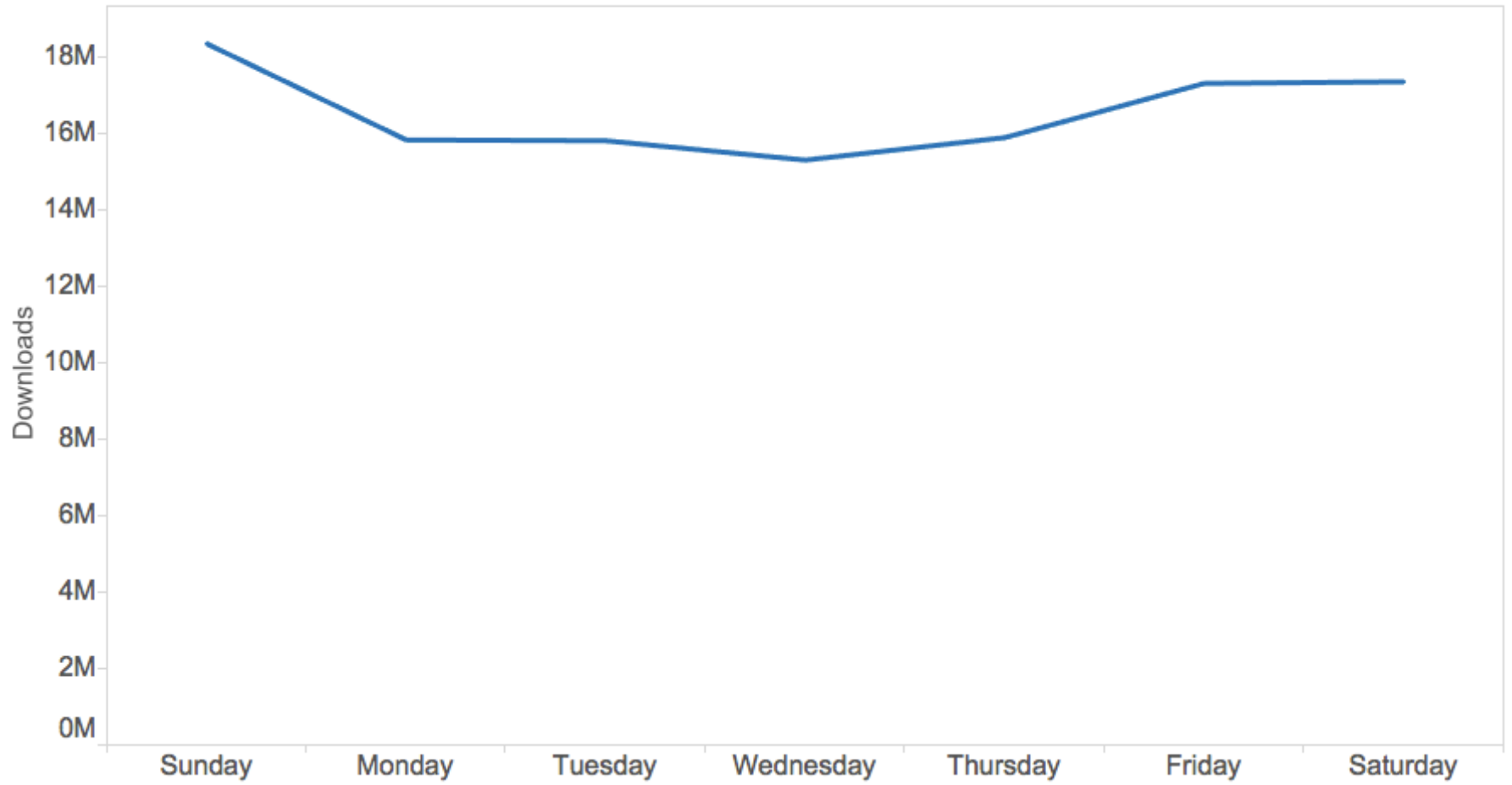
- There are multiple spikes in downloads:
 - Minor increase on February 14, 2015
 - Same phenomenon applies to Valentine's Day
 - Steady decrease in installs from April to May and then rebounding in June
 - School exams can decrease social networking apps popularity and usage



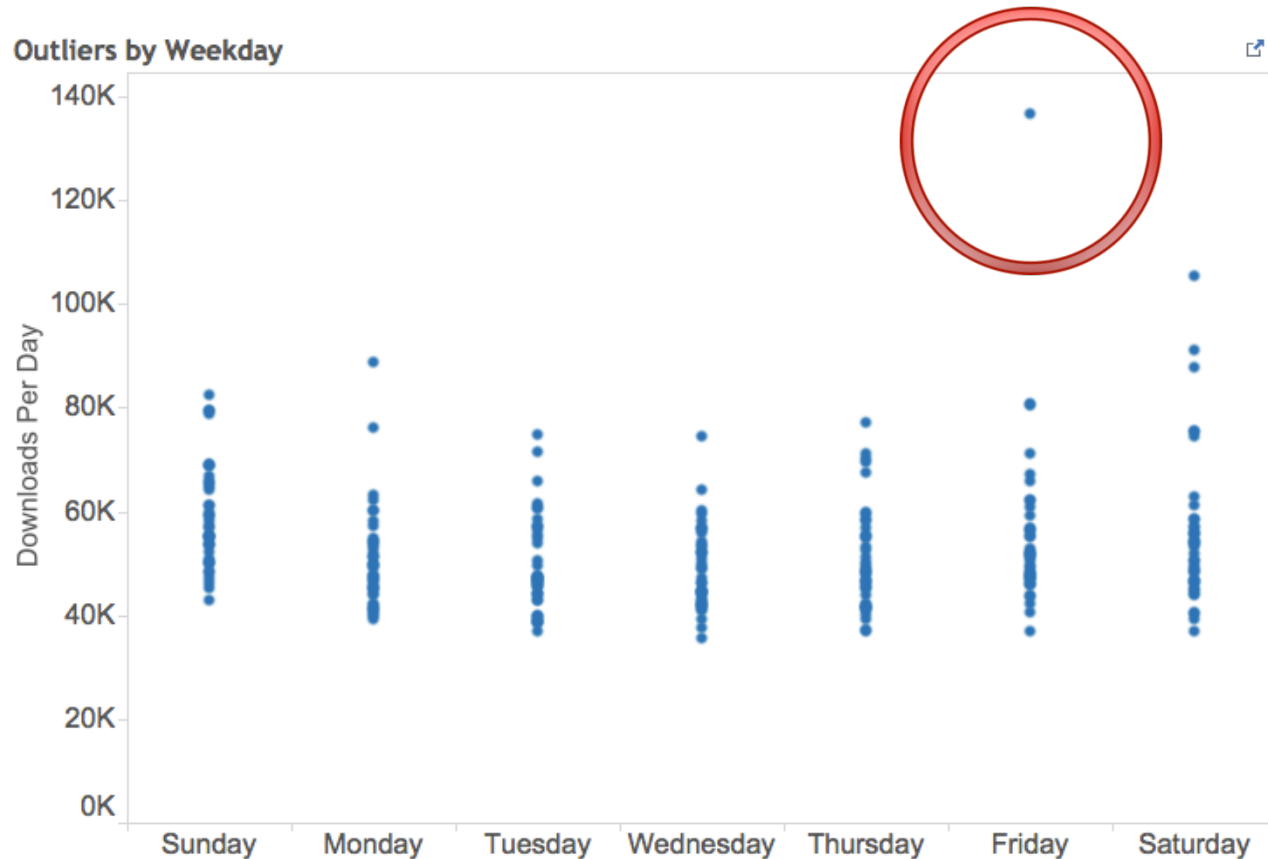
Weekday Trends



Downloads V. Weekday



Outliers - Weekday Trends

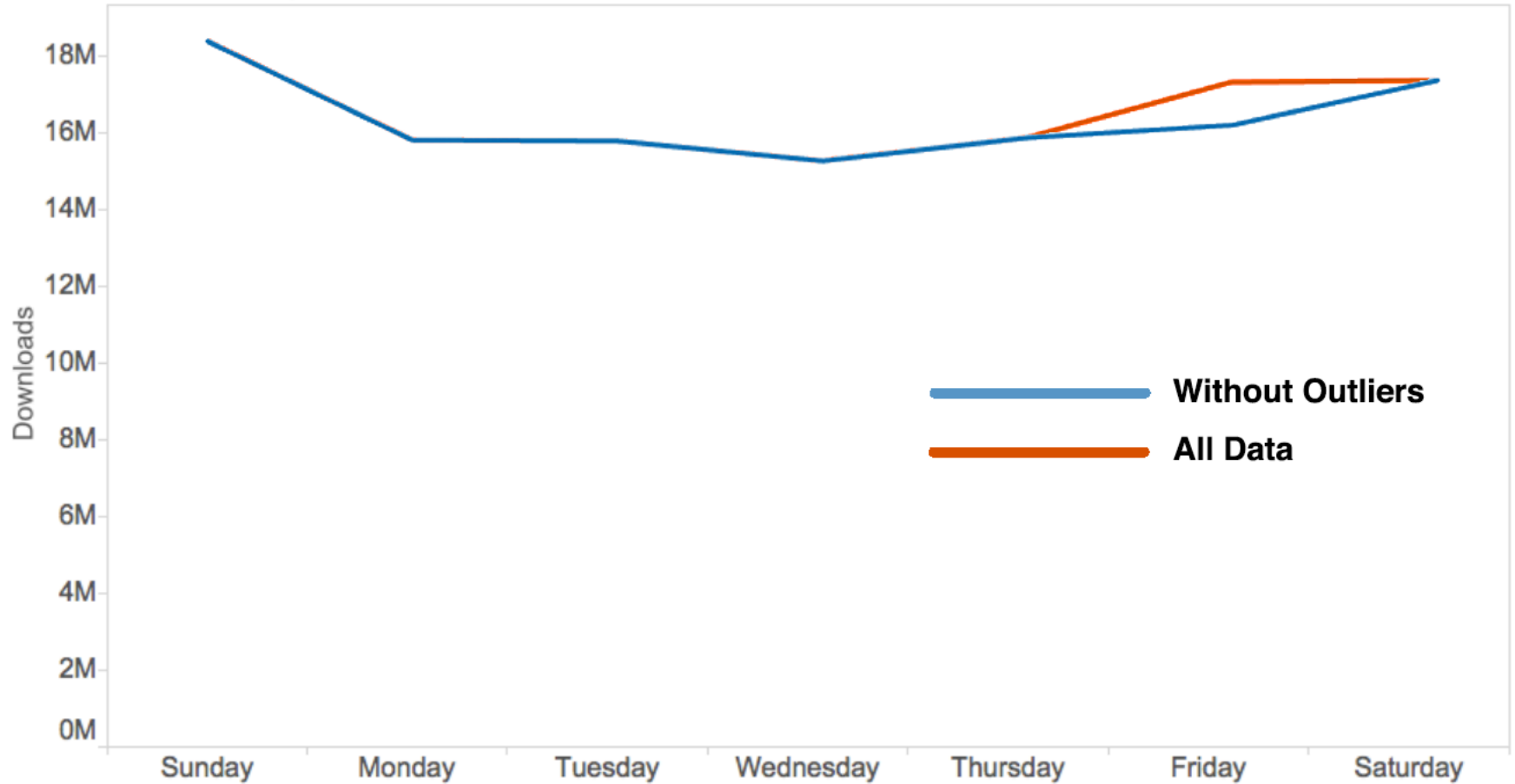


- Christmas occurred on a Friday so it needs to be filtered out to see accurate weekday trend

Without Outliers - Weekday

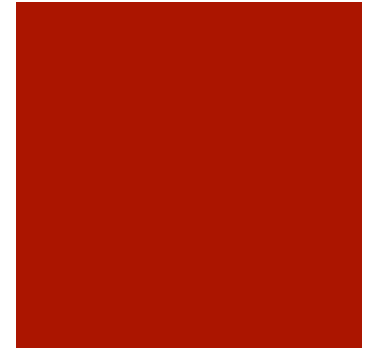


Downloads V. Weekday



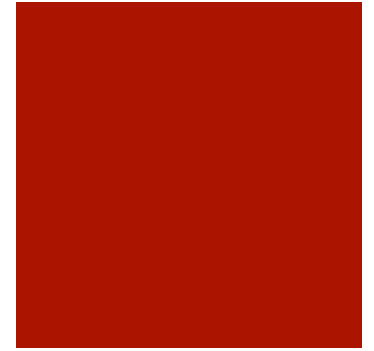
Weekday Trends

- Installs peak on Sunday and Saturday
 - Majority of the population do not work on weekends so users have more time to download apps
- Days with anomaly like Christmas will skew the view if we aren't careful with data



Conclusions

- App installs and usage are affected by
 - Holidays
 - School season
 - Sunday and Saturday
 - Platform changes
- When developers plan a launch or a promotion, they should time it strategically around users' download behavior



Recommendations

- Test different marketing and launch strategies
- Strategy 1 – Launch marketing around peak time to gain the most eyeballs, downside is other developers may think the same way, so expect CPI (Cost Per Install) to go up as well
- Strategy 2 – Launch marketing during low time to avoid competition and see if more installs can be bought at the same budget due to lowered CPI

