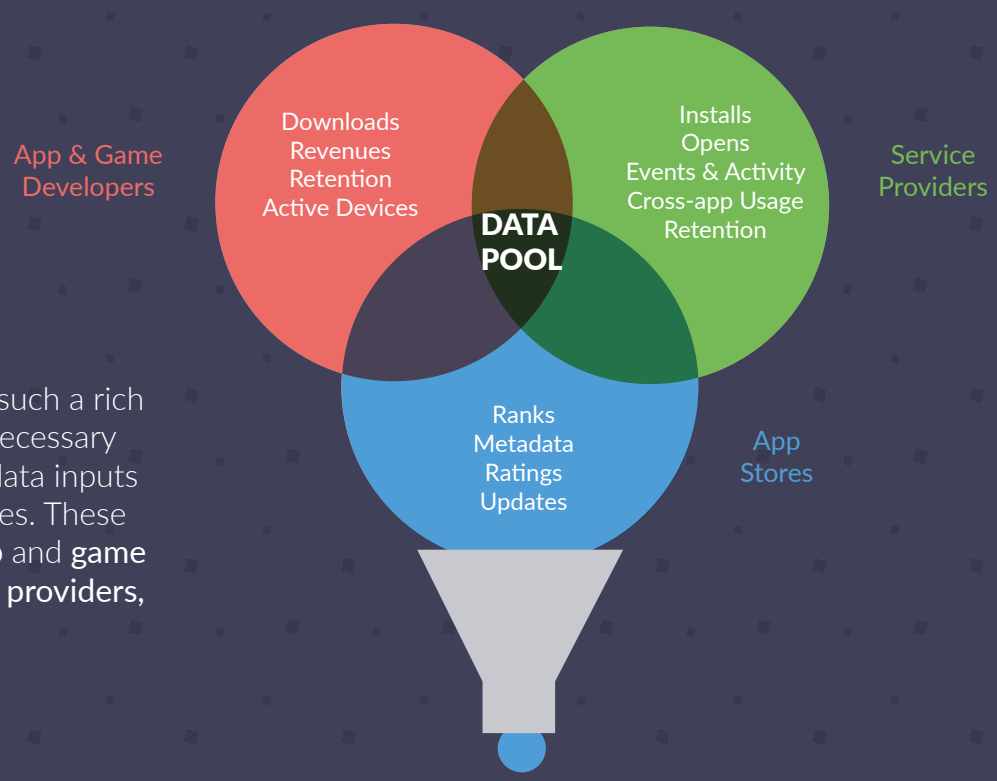
appScatter prioridata

Data Collection & Estimation Methodology

We estimate downloads, store revenues (install and in-app purchase revenues), monthly active users (MAU), daily active users (DAU), average store revenue per daily active user, and day 1, 7, and 30 retention rates. Additionally, we collect metadata on over 4.5m apps, including titles, descriptions, ratings, reviews, screenshots, update texts, and more.

1

How do we collect the data?



In order to provide such a rich scope of data it is necessary to collect multiple data inputs from multiple sources. These sources include **app** and **game developers, service providers,** and the **app stores**.

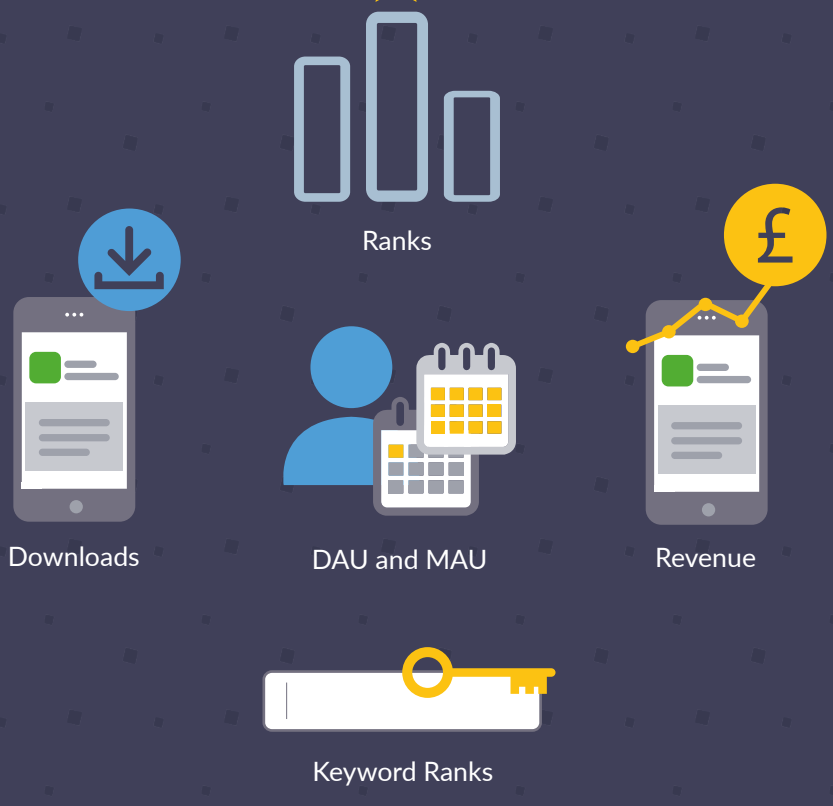
2

How do we estimate the data?

By correlating public (store information) and private information (developer + service provider data) using **regression analysis** and supervised **machine learning algorithms**, we're able to **estimate daily performance information for all apps** which are ranked (without rank data, we don't have as strong of a signal for our models).

3

What data do you see?



You can see a wide variety of data sets: **DAU, MAU, ARPDAU, retention rates, downloads, store revenue, top chart ranks, keyword ranks, top performers, top growers, keywords, ranks, version update** and **niche markets**.

4

Where can you see the estimated data?

Once we're done estimating the data, we push it to our **production databases**. This happens on a **daily basis**, so you've always got the most **up to date information**. All this is available as tables, charts and can be exported into your system of choice.

If you'd like more detailed information, please contact us at **sales@prioridata.com** or **+49 30 692 00312**.