List of Three Observable Trends

Despite there being a much larger number of Male players than Female or Non-Disclosed, the number of purchases by player is fairly constant both in the total dollars spent and the number of purchases. I’m not sure if it’s statistically significant, Female and Non-Disclosed players spend more on average than Male players. It’d be a good idea to try and draw more of them into the game.

For paying players, the game is far more popular among the 20-24 age bracket than for any other group. There are more players in this age range than any three other age ranges combined. This age range also spends far more money than any other group.

As a gamer, people are not spending much on this game. I’ve not done much with micro-transactions, but I’ve bought a fair amount of DLC. The average of purchase value of around $3.00 seems foolish. They could make more money by bundling more of the items together and selling them that way. They’d probably make more money by bundling everything together and selling it for $4.99.