Observations from the Pymoli exercise:

1. Average and normalized purchase totals amongst genders did not vary wildly. People who identified as “other” did have a higher purchase average, however the sample population was so low that it may not be representative for a larger population.
2. Players in the age range of 20-24 tended to purchase more per person than any other age range. Based on the data I would spend more on marketing and growing that population of player.
3. Without knowing the purchased weapon in game stats its very difficult to compare weapons within a price range. Assuming all weapons within a price range are comparable the most popular weapons didn’t make the company the most money. The top most profitable items had an average prices around $4.36 I would suggest to this company that the expand their selection at this price point. Also you could make the more expensive weapons more powerful in game but no one really likes a pay-to-win game, right?