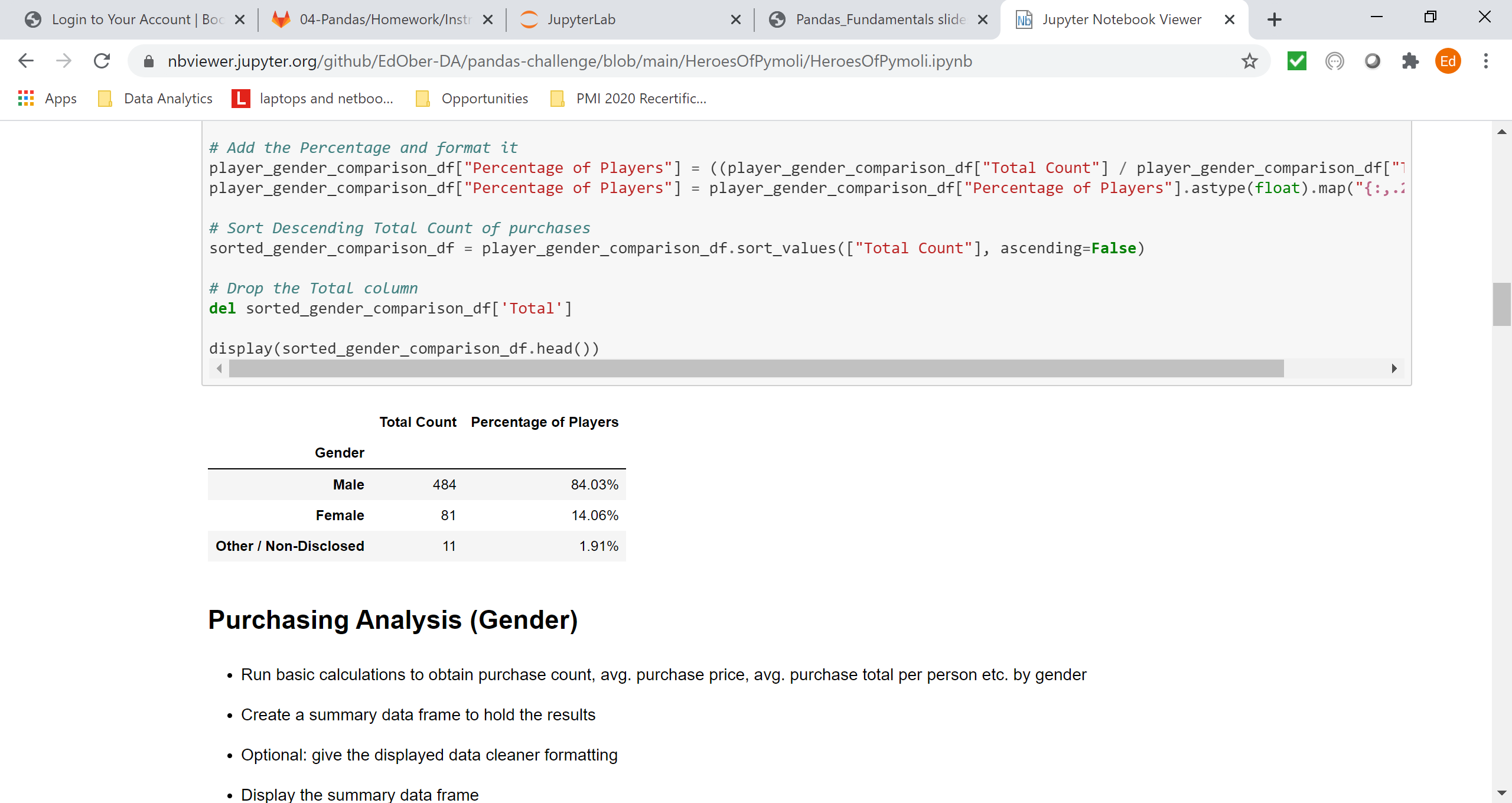
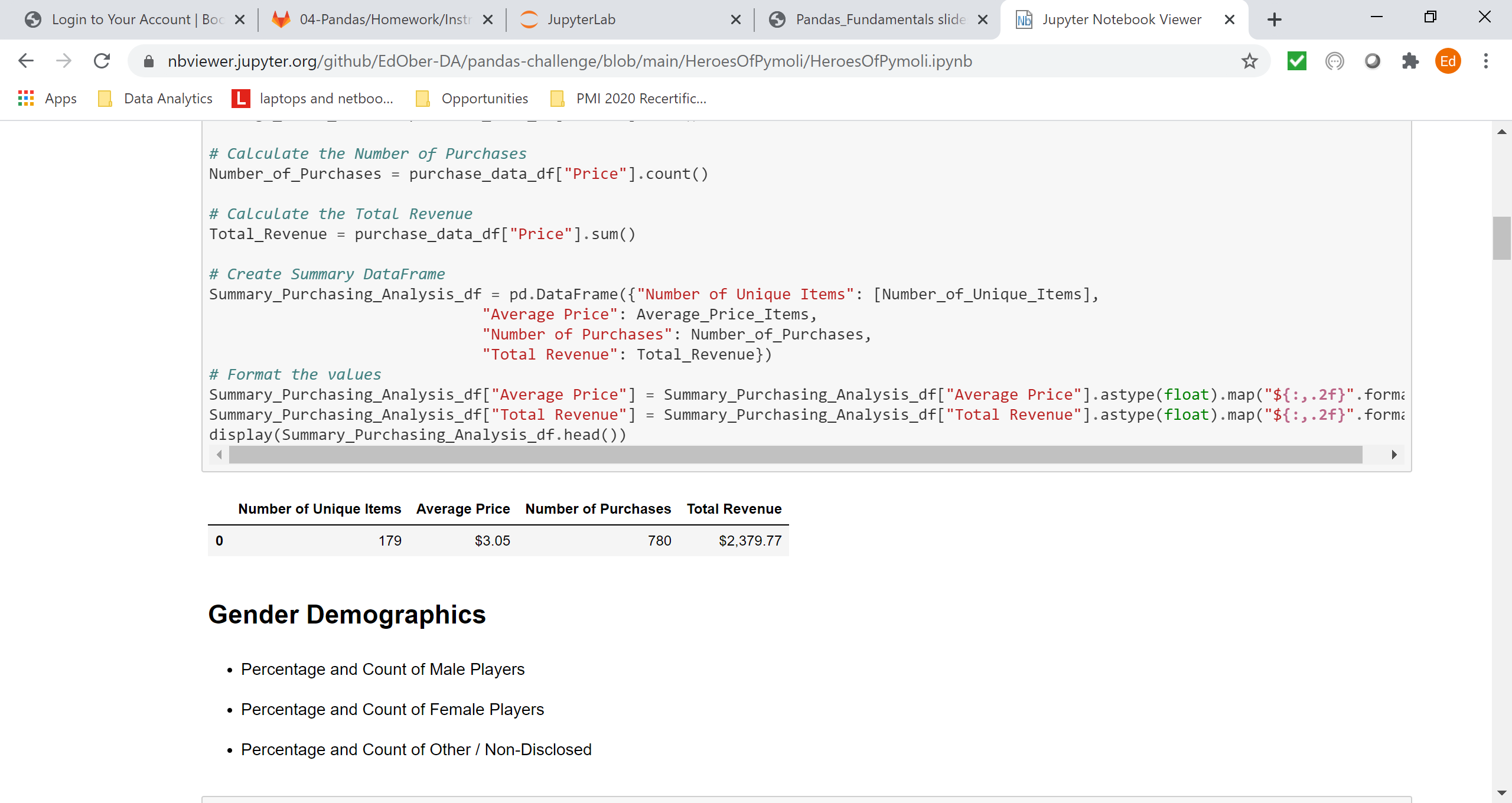
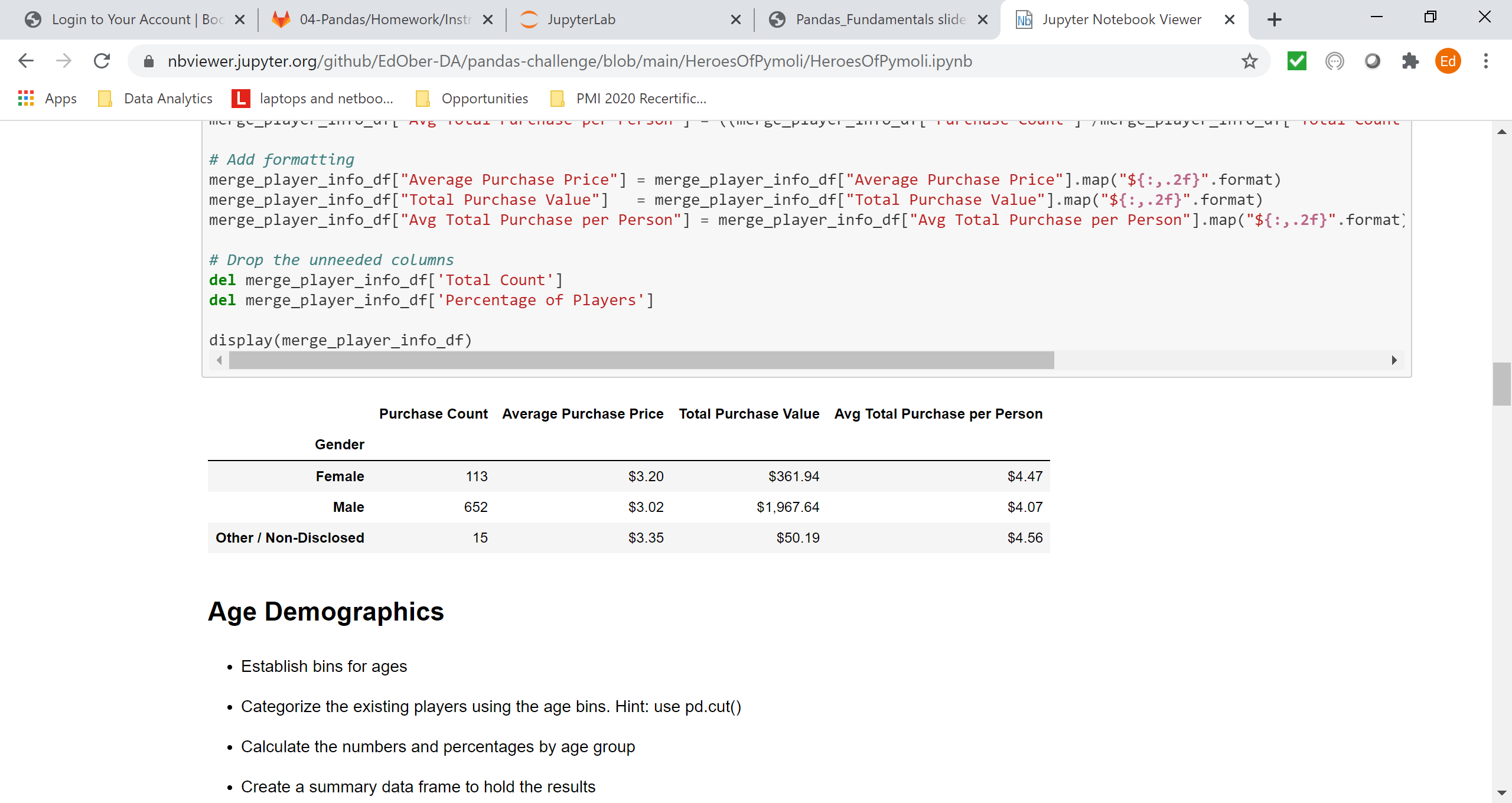
1. Females and “Other / Non-Disclosed” make up a smaller percentage (14% and 2% respectively) of the 576 players (Figure 1 Gender Demographics), however their Average Purchase price ($3.20 & $3.35 vs. $3.05 average) and Avg Total Purchase Prices per Person ($4.47 & $4.56) are above the average and greater than their male counterparts (Figure 2 for purchasing average and Figure 3 for the gender comparison).

**Conclusion #1:** Implement Direct Marketing to Females and Other / Non-Disclosed groups to increase their membership and their sales could increase profits.

**Figure 1. Gender Demographics**



**Figure 2. Purchasing Analysis (Total)** 

**Figure 3. Purchasing Analysis (Gender)**

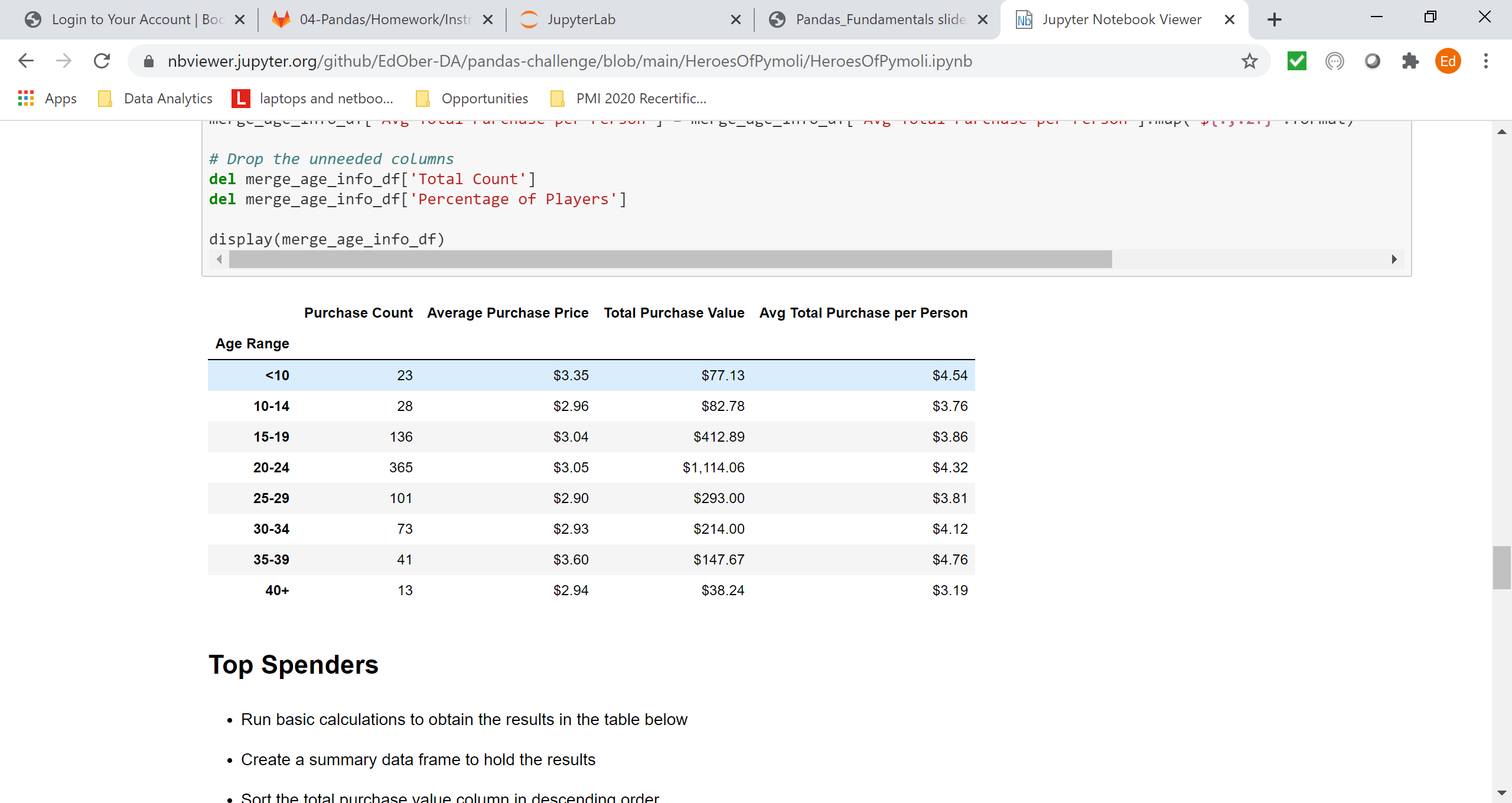
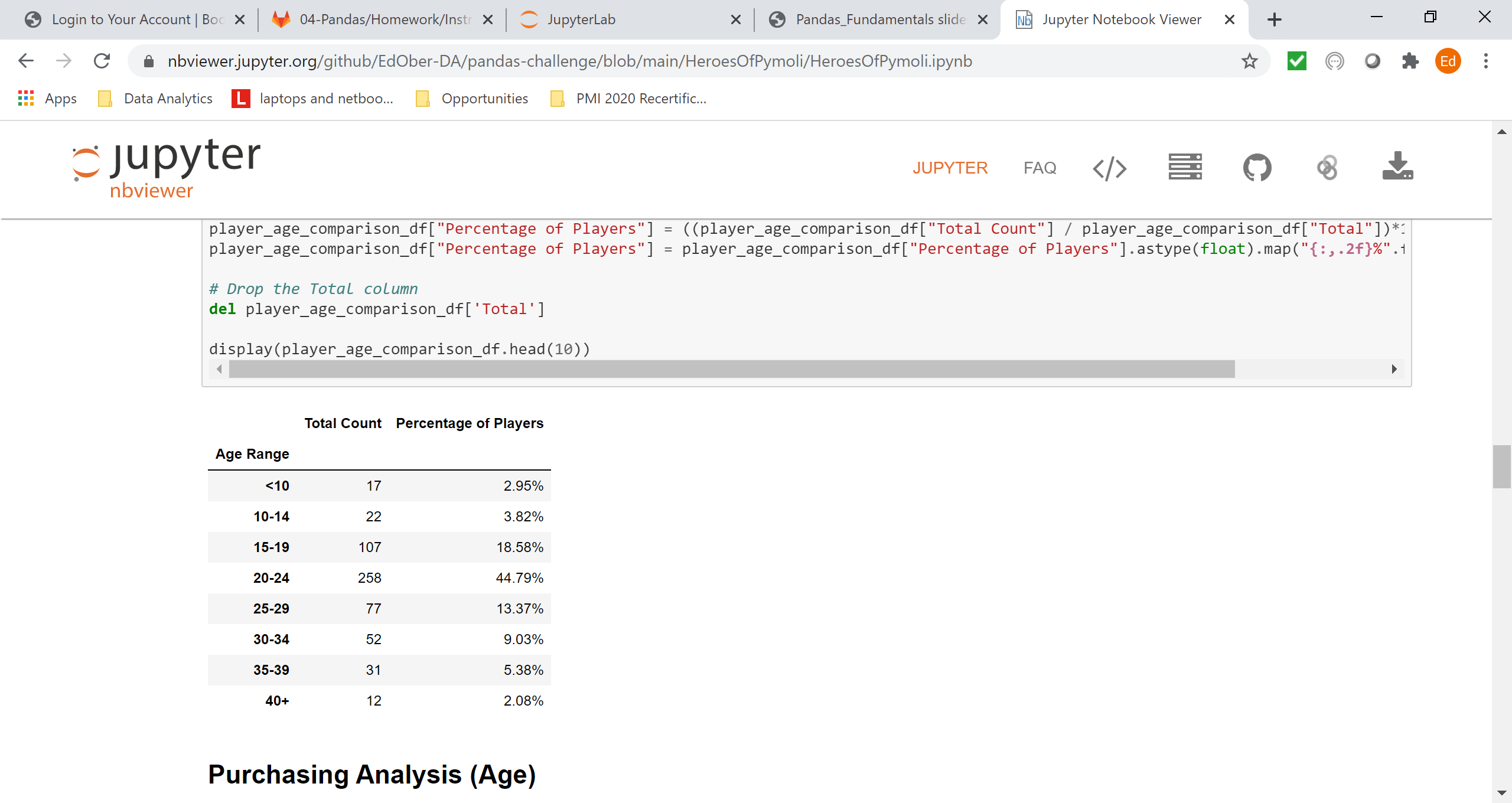
1. Figure 4 Age Demographics shows that the 20-24 age group is the largest at 44.79% of the total. In Figure 5. it shows that their Average purchase price and Avg Total Purchase per person are 3rd in each ($3.05 & $4.32), resulting in their Total Purchase Value being the highest through sheer volume of the membership.

At the same time Figure 5 Purchasing Analysis (Age) shows that the < 10 and 35-39 age groups are first and second for their Average purchase price and Avg Total Purchase per person. Figure 4 shows that their membership numbers are low.

**Conclusion #2:**

1. Focus on the 20-24 Age demographic to continue to drive membership and overall sales
2. Improve sales by also focusing on the < 10 and 35-39 Age demographics to add to overall sales

**Figure 4. Age Demographics Figure 5. Purchasing Analysis (Age)**



1. Figures 6 and 7 show that the “Final Critic”, “Oathbreaker…”, and “Fiery Glass Crusader” are the most popular AND most profitable items. However, “Nirvana” and “Singed Scalpel” are also on the most profitable, but not most popular.

**Conclusion #3:** Continue to focus on the “Final Critic”, “Oathbreaker…”, and “Fiery Glass Crusader” to grow sales to the membership, and also push the “Nirvana” and “Singed Scalpel” to those who already bought the 3 items above.

**Figure 6. Most Popular Items Figure 7.** **Most Profitable Items**