Analysis

The age group that makes the most purchases is 19-24 years old’s consisting of 48% of the total purchases. Out of that age group 23 & 24 year old’s is the highest percentage totaling 16.84%.

Table

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Majority of players are male making up 84% of the total players compared to 14% of females. While majority of players are male the data shows that females are making higher valued purchases. The average purchase per player for females is $4.47 vs $4.07 for males.

Table

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The top two most popular and profitable items to buy is Final Critic (13 purchases; Total purchase value: $59.99) and Oathbreaker, Last Hope of the Breaking Storm (12 purchases; Total purchase value: $50.76).

Most Popular Items:

Table

Description automatically generated

Most Profitable Items:

Table

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If someone is looking for market to a specific gender to get a larger volume of items, they would target 23 & 24 year old males.

Some additional analysis that could be beneficial is to determine the demographic of purchases per item. This would tell us the most popular and profitable items for both female and males.