Description of three observable trends

The age group that spends the most money on the game’s add on’ is 20-24. It is also the same group that makes up the largest percentage of players (44%).

As far as gender goes, males spend over 4x more than females have on this game, however males make up 84% of the players so it is to be expected that males would spend more than females. The average price spent per gender displays that even though over all players are male, females on average spend more than males.

To generate more profit and popularity of the game, it is important to recognize key target demographic. This analysis has displayed that males in the 20-24 age range are the key demographic.