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Panda’s Challenge

From the data we can see a few things. The first piece of data of note would be that the majority of players are male. Further data testing should be done to see if this skews the results of the other data we collected. This question is further supported by the majority of purchases being made by men. That being said the proportion of purchases by gender compared to players by gender is seemingly different, there may be grounds to believe female players are more likely to spend money. If this is the case the organization may want to look into ways to increase the females player base.

It seems that the 20 to 24 age group spends the most on the game. Potentially the company should look into growing this player base if it can.

Finally the last major piece of data we can look at is the most profitable items. Because these items are selling well, prices should remain static, and/or new items of similar qualities should be made that have a higher price. Other items performing poorly should possibly be put on sale to encourage more purchases.