

1. Going off the age demographics results, there is a larger number of players spiking in the 20-24 Demographic with the second being the 15-19 age group. There would potentially be more spending on average for the 20-24 group to have more disposable income than the 15-19 demographic so advertising focus should be catered to these two demographics.
2. Referring to the Purchasing Analysis (Gender) results, while being in a lower total count of purchases, Female Gender had a much higher overall purchase price, total purchase value, and average purchases. With additional analysis on these purchases in later cells, a decision should focus what these purchases were and if any consistency on these types of purchases.
3. Going further from the Age Demographics results, all other demographics combined after the 20-24 demographic do not equal the highest count of demographic. More analysis needs to be done if wanting to focus product and advertising campaigns to past the 20-24 demographic if average total purchases are considerable amounts. Otherwise, an evaluation of focusing marketing efforts to main demographics may be best strategy.