Based on the collected data given from the purchase data it can be concluded that males would be a higher target category to try to market. Males would generate more than 3x the revenue of females. Also, based on ages the target audience should be from 15-29, with focus on 20-24 age category. Games that should also be a focus target to have the highest revenue should include: Oathbreaker, Last Hope of the Breaking Storm, Fiery Glass Crusader, Extraction, Quickblade of Trembling Hands, Nirana, and Pursuit, Cudgel of Necromancy. However, if looking for the most profitable games the target should include: Oathbreaker, Last Hope of the Breaking Storm, Nirvana, Fiery Glass Crusader, Final Critic, and Singed Scalpel