**Observable Trends**

Based on the analysis,

* The percentage of male players(84.03%) are significantly higher than female(14.06%) and other gender categories(1.91%).
* Average purchase price of female($3.20) and other gender($3.35) categories are slightly higher than male category($3.02).
* The percentage of players is highest in the age group (20-24) – 44.79% , next in (15-19) -18.58% and (25-39) – 13.37%.
* The average purchase price is $3.60 in the age group (35-39) where the purchase count is 41 (5.25%) out of 780(Total players count – non unique).
* The top 4 spenders fall in (20-24) age group ,1 in (25-29) , also the players are purchasing different item in their purchases irrespective of prices.

providing reviews of the games may increase the purchase count of a game.

(Data of first top spender)

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* The top popular items are purchased by more or less all age groups except age above 40 years.

(Data of first popular item)

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* Also, The top profitable items are purchased by more or less all age groups except above 40 years .

(Data of fifth profitable item)

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* The minimum price is $1.00 which has a purchase count of 2 , May be Purchasing items depends on other factors like design, reviews, product quality apart from the price.

(Data of Minimum price item)

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