**Analysis**

1. Gender

Males account for almost 85% of the player purchases recorded. While on average they spend less than female/other categories, the much higher player number sees the total purchase value for males being significantly larger and therefore would be a target market for this game.

1. Age

The age range of 20-24 has the highest count with almost 45% of the player purchases being from this age group. Over 75% of the player count falls within the age range of 15-29. Due to the larger number of players in the 20-24 age range, this range had a significantly higher total purchase value. The highest average per person spend was in the 35-39 range and could possibly be a good area to focus on increasing player numbers in this age bracket as they spend more on the game on average per person.

1. Items

Of the top 10 purchase count items, only two were priced below $3, showing higher priced items were still popular purchase choices. Out of the bottom 10 purchase count items, five items were priced below $3. The most popular purchased items were also not the cheapest. This shows that popularity of an item was not directly correlated with price. Players may have been more likely to purchase items based on the benefit of the item with their game play and therefore producing items relevant to the game may be more important than the price point.