Nathan Ashbaugh

My three Observations from the Data

1. The most profitable item is Final Critic but there are not that many reoccurring purchases on the same items, so if the items are easy to produce having a larger variety of them would make the game more profitable.
2. There are not many high spending players on the game so instead of focusing on the current players and advertising items to current players it would be better to induct new players.
3. While looking for new players to induct into the game, the best groups to focus are 35 to 39 aged players and the second best group would be 10 and under.