Nelson Torres

An interesting trend I noticed that wasn’t too surprising was that the age group most profited off of was 20-24 as it had the most players, however the most profitable on a per player basis was below 10, it seems as if games for kids are definitely the way to get the most profit if you can get them to play.

Another trend was despite males making up most of the players active, males are the least profitable gender on a per player basis. Other / non-disclosed genders and Females both pay more for each item purchased than males by about %10 increase in price per item.

Lastly, I noticed a sweet spot in prices for sale in items. Items that were the most profitable and sold the most were also some of the most expensive items on the list altogether. When sorted by item price, the most expensive item is 4.99 where as the 4th most purchased item was 4.90 and the other top 5 were just as expensive. Instead of players buying a lot of cheaper 1 dollar items, the company profits the most of the sale of stronger, more expensive items.