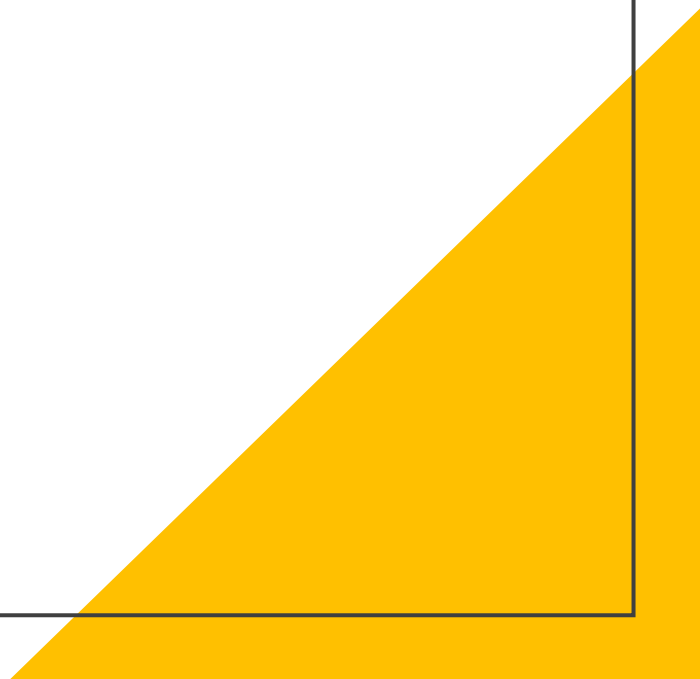
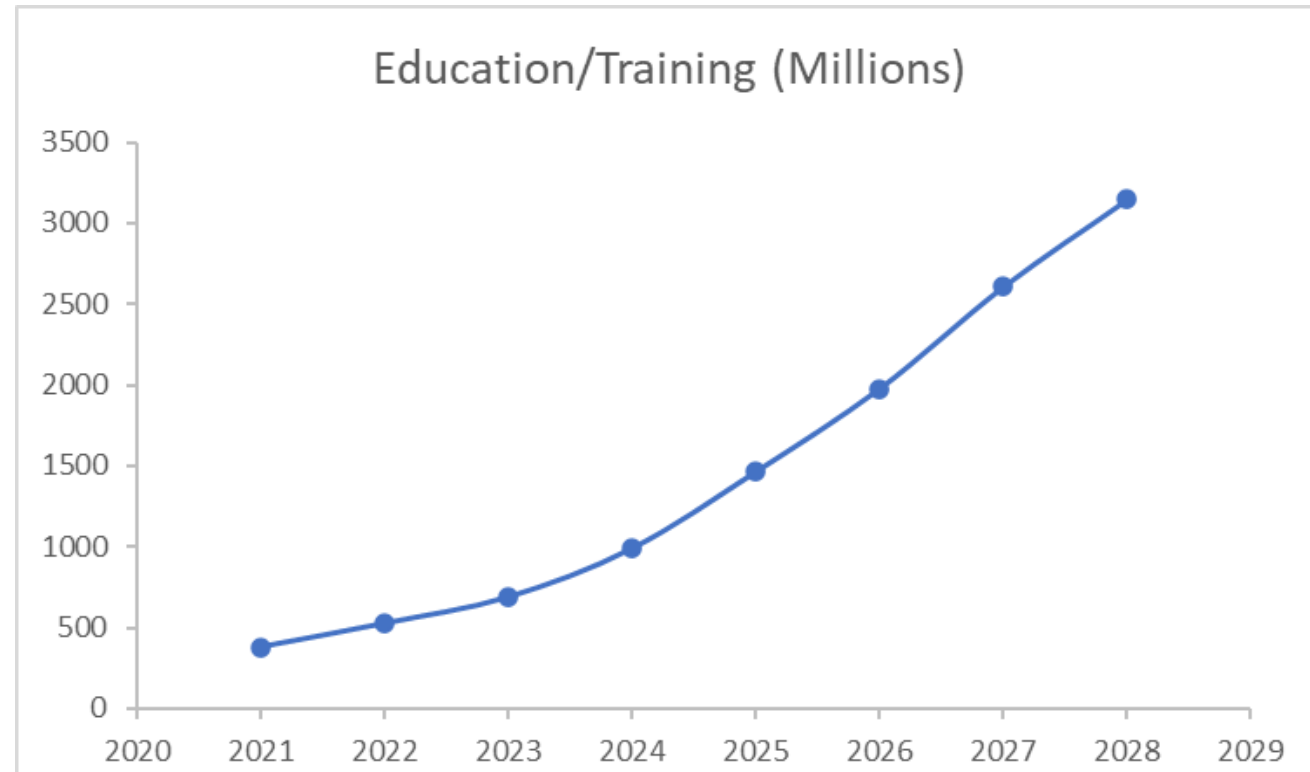


VictoryXR

By Parker Smith, Thu Nguyen, and Tyler Hanks

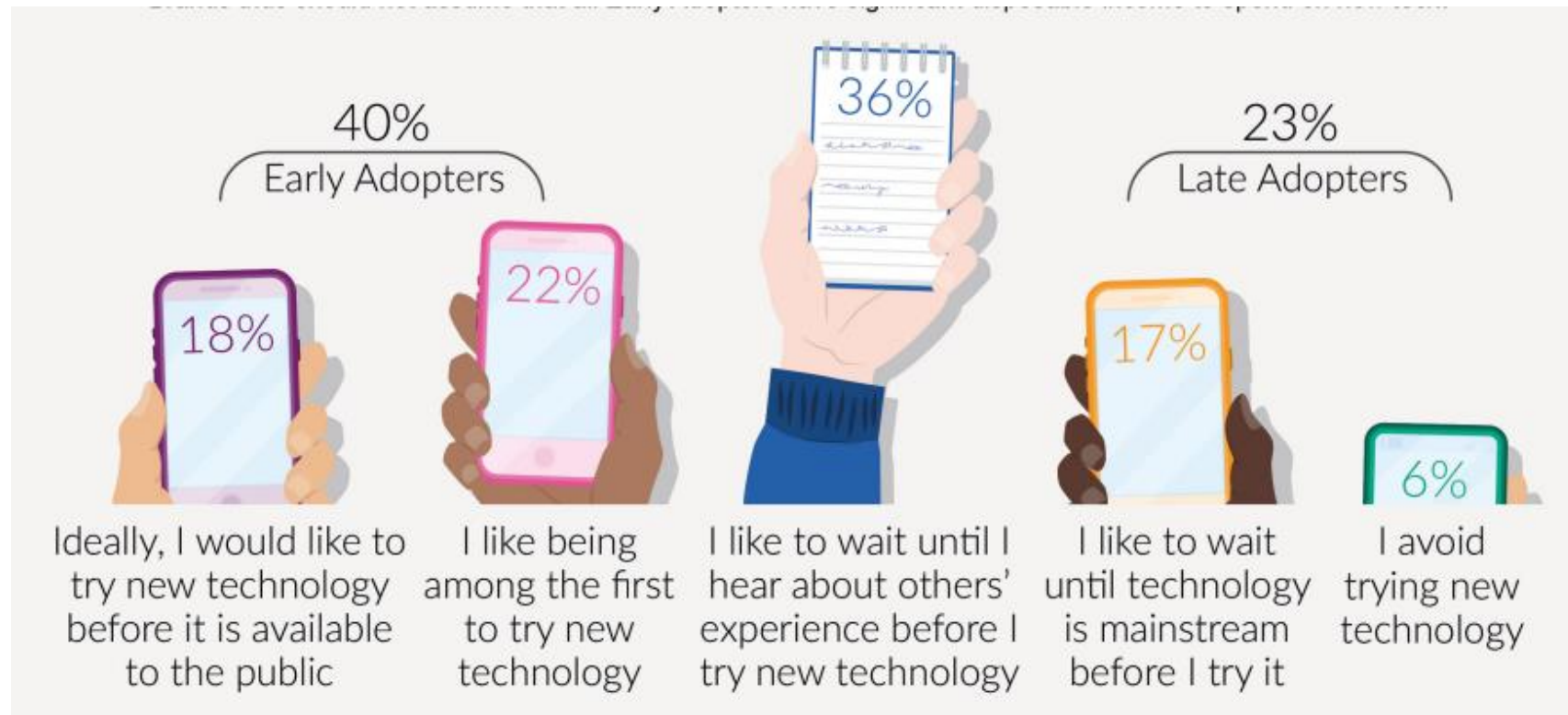


VR Market-Predictions



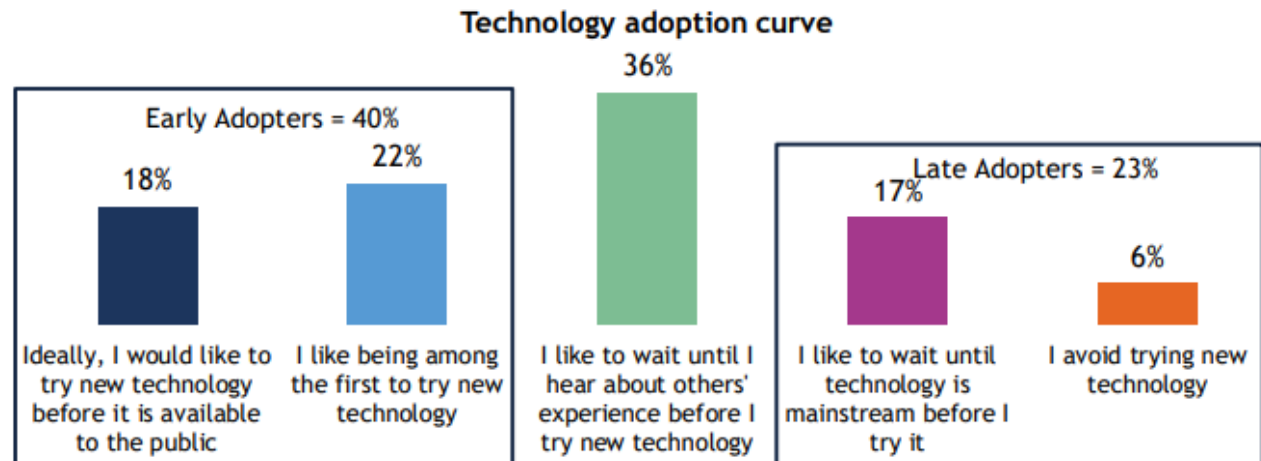
Source: [marketresearch.com](https://www.marketresearch.com)

Early Adopters



Early Adopters - Characteristics

- Skew young, and male
- 70% of fathers with children under 18
- Diverse – Racially and Economically



Growing Subjects - Medical Training

- U.S. Market for VR/AR in Medical Education and Healthcare Training has grown substantially over the past 10 years:
 - 2012 - \$43,000,000
 - 2017 - \$93,000,000
 - 2022 - \$175,000,000 (estimated)

Source: [marketresearch.com](https://www.marketresearch.com)

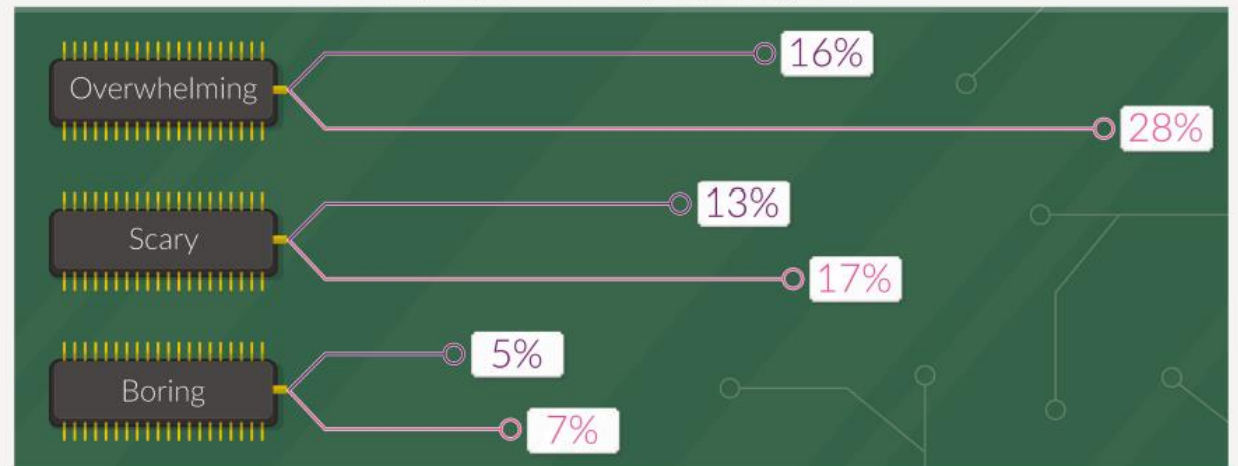
- Early adopters aged 18-24 tend associate new tech with negative attributes
- Virtual worlds will need to be comfortable and safe

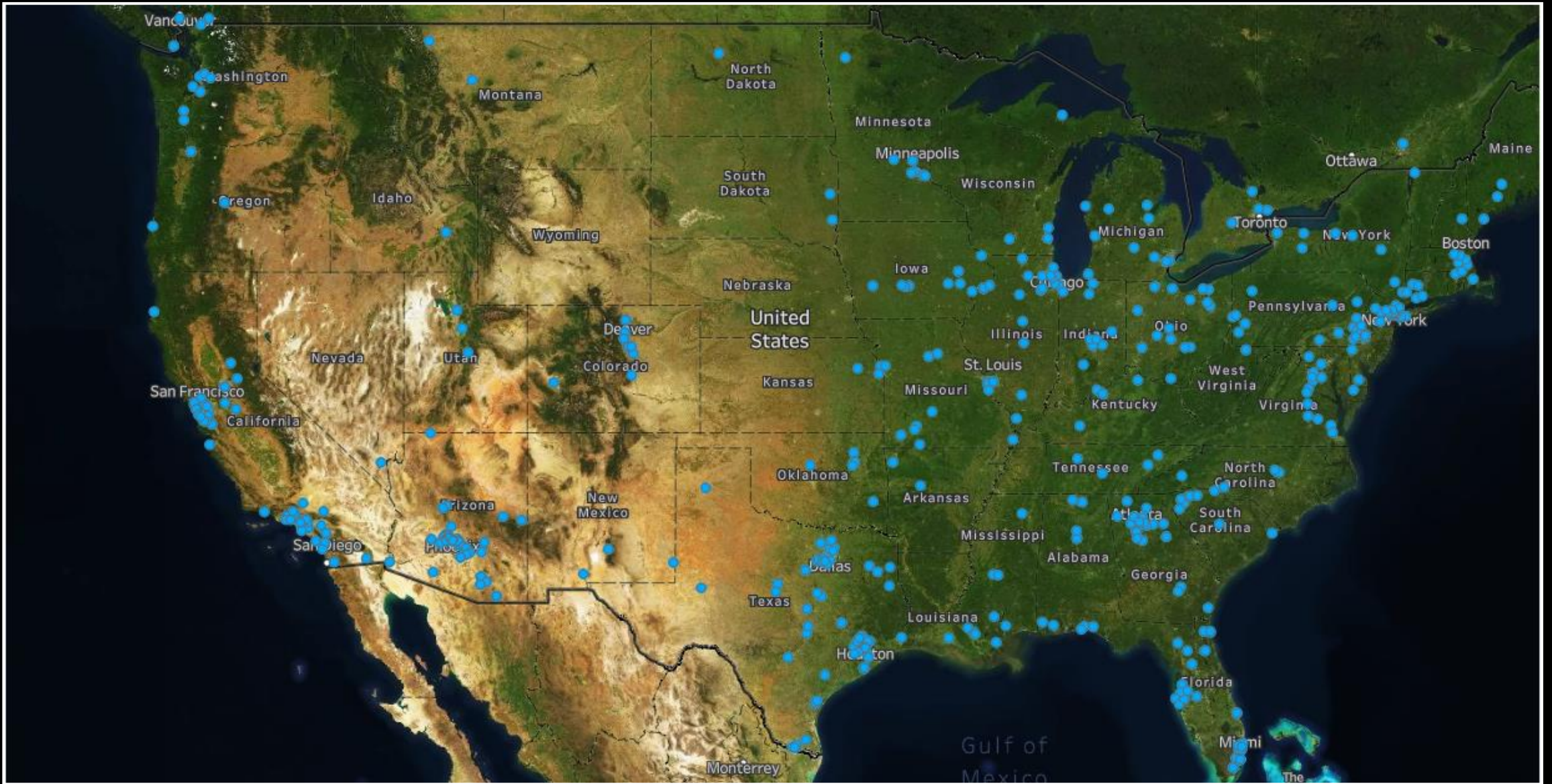
YOUNG EARLY ADOPTERS LESS ENGAGED

Early Adopters' negative perceptions of emerging technology, by 18-24s, 2022

Early Adopters aged 18-24 are a potential risk for new technologies. They are noticeably more likely than older Early Adopters to associate new tech with negative attributes. Meanwhile, over 40% are either not interested in or not aware of AR, MR, NFTs or the metaverse – again far higher than other Early Adopters. Tech companies will need to face up to the challenges currently being experienced in social media and work harder to keep new virtual worlds comfortable and safe

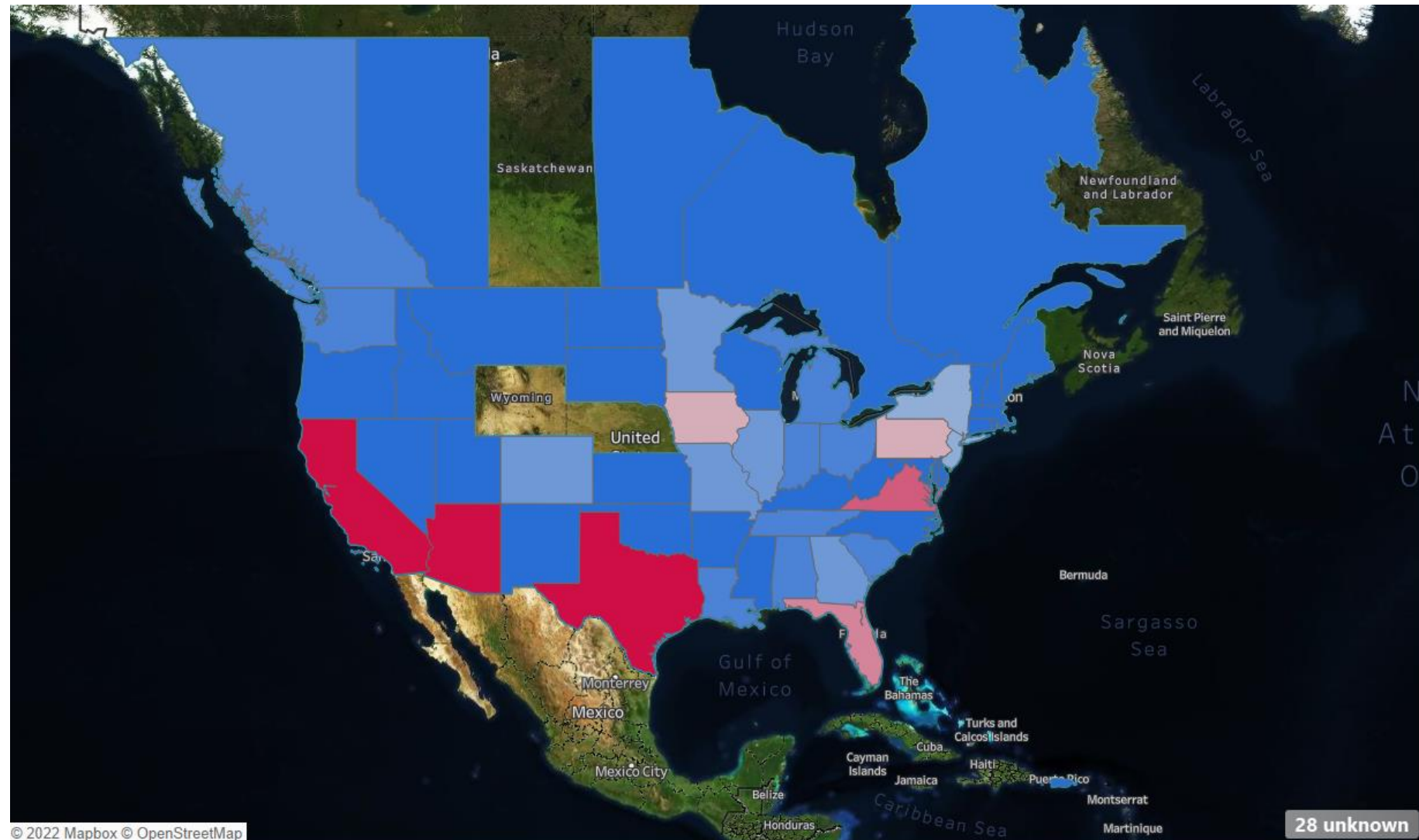
● Early Adopters ● Early Adopters aged 18-24





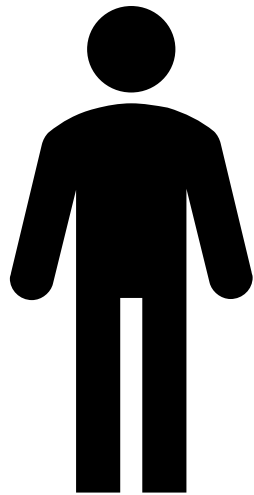
Map of Billing Address Locations

Most Popular Billing Address States



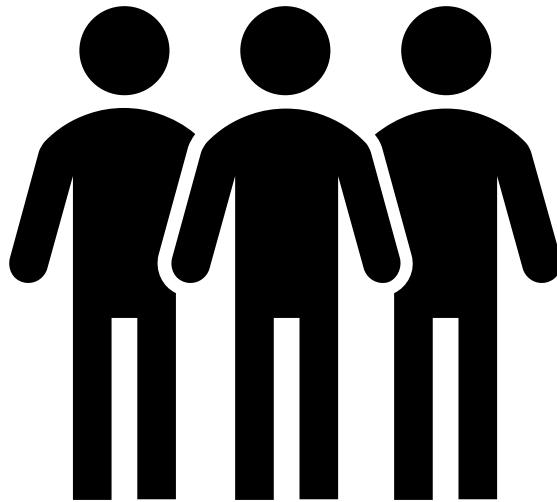
What Percent of People Use Discount Codes?

Code Users



172

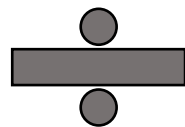
Population



1794

Percentage

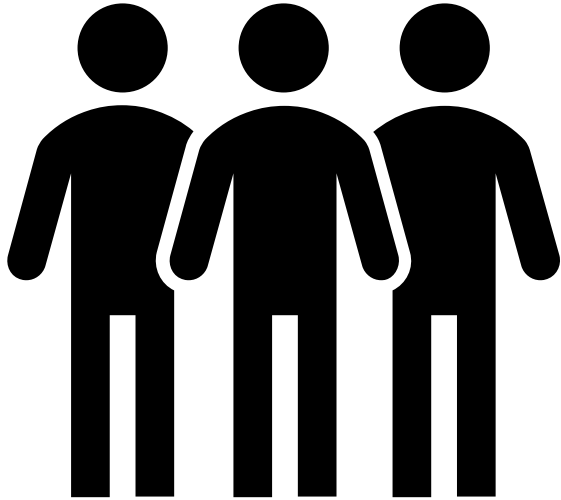
%



9.59%

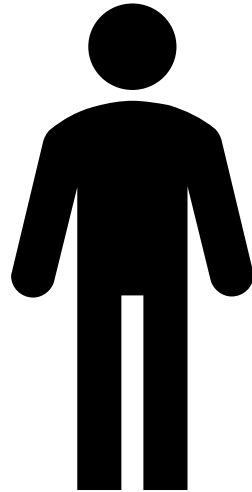
Shipping Cost Population vs. User Average

Population Average



\$1.44

User Average

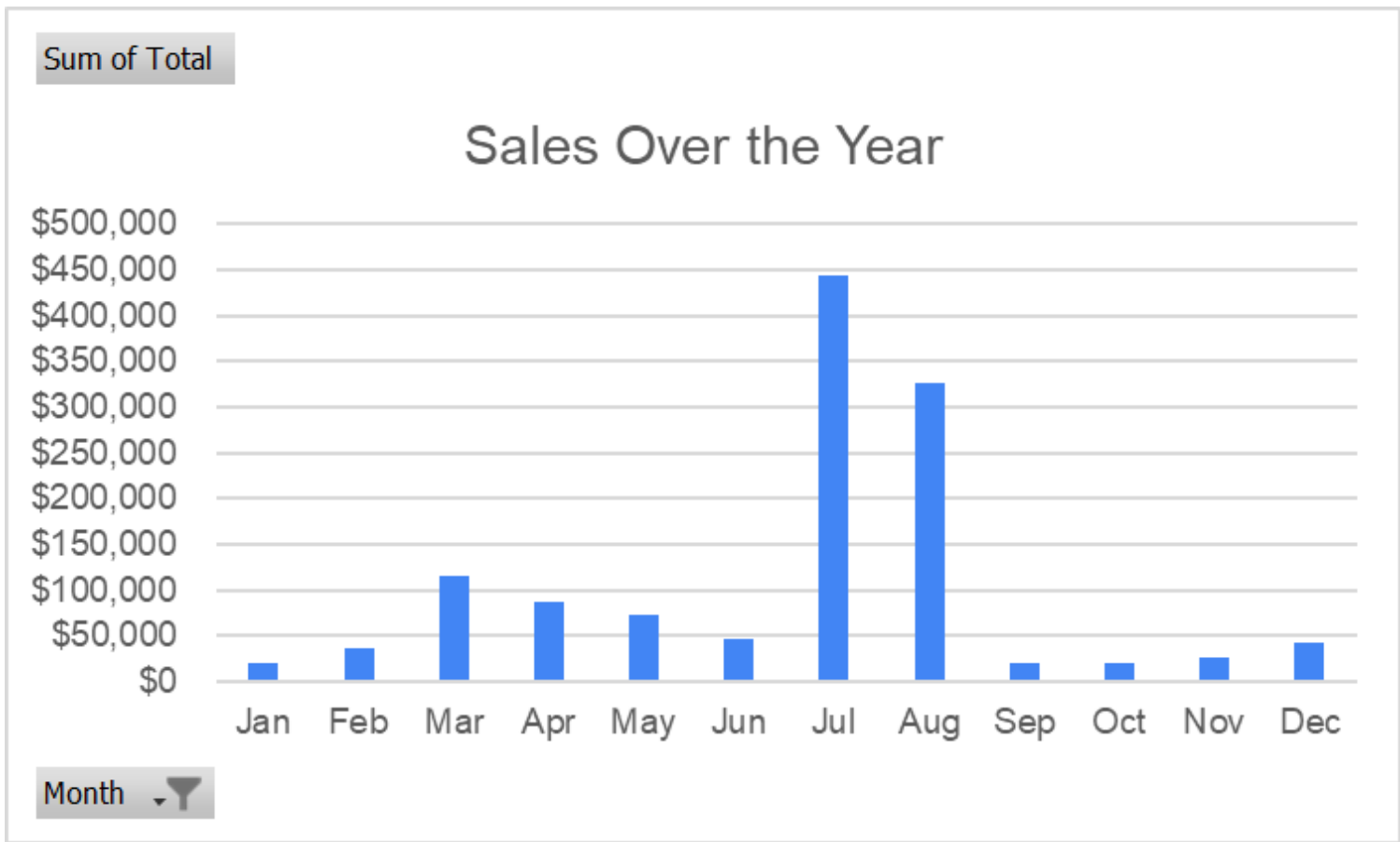


\$4.34

The population average adds all shipping costs of users and averages it out.

The user average only takes people who had shipping costs to see what the average cost is for when people have shipping costs.

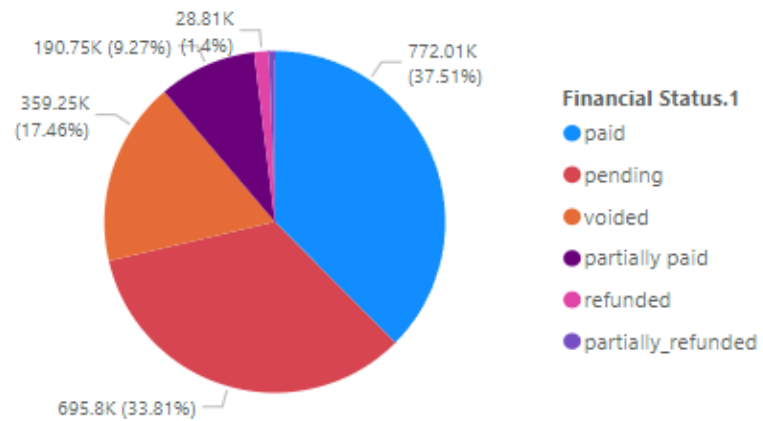
What were the Sales of the entire year?



Month	Sum of Total
Jan	\$19,271.87
Feb	\$36,531.07
Mar	\$116,220.47
Apr	\$87,125.80
May	\$72,820.99
Jun	\$47,205.96
Jul	\$443,599.93
Aug	\$326,339.63
Sep	\$20,863.34
Oct	\$20,844.30
Nov	\$26,659.32
Dec	\$43,550.86
Grand Total:	\$1,261,033.54

FINANCIAL STATUS

Sum of Total by Financial Status.1



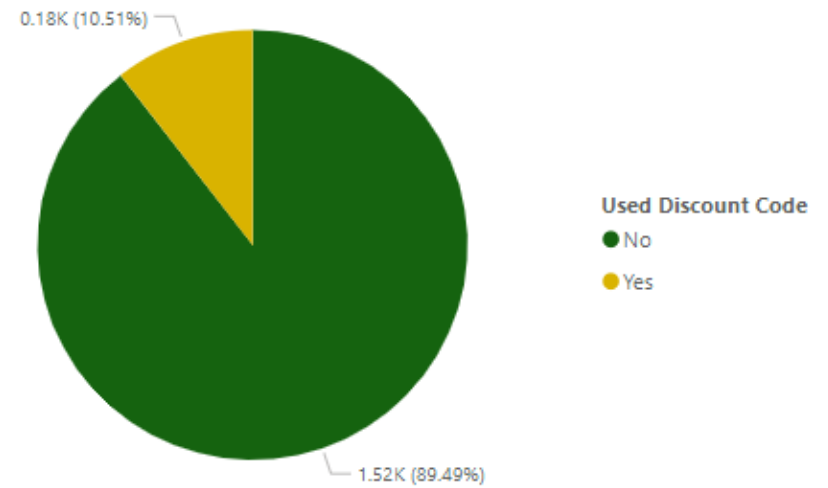
DISCOUNT AMOUNT

...

50.96K

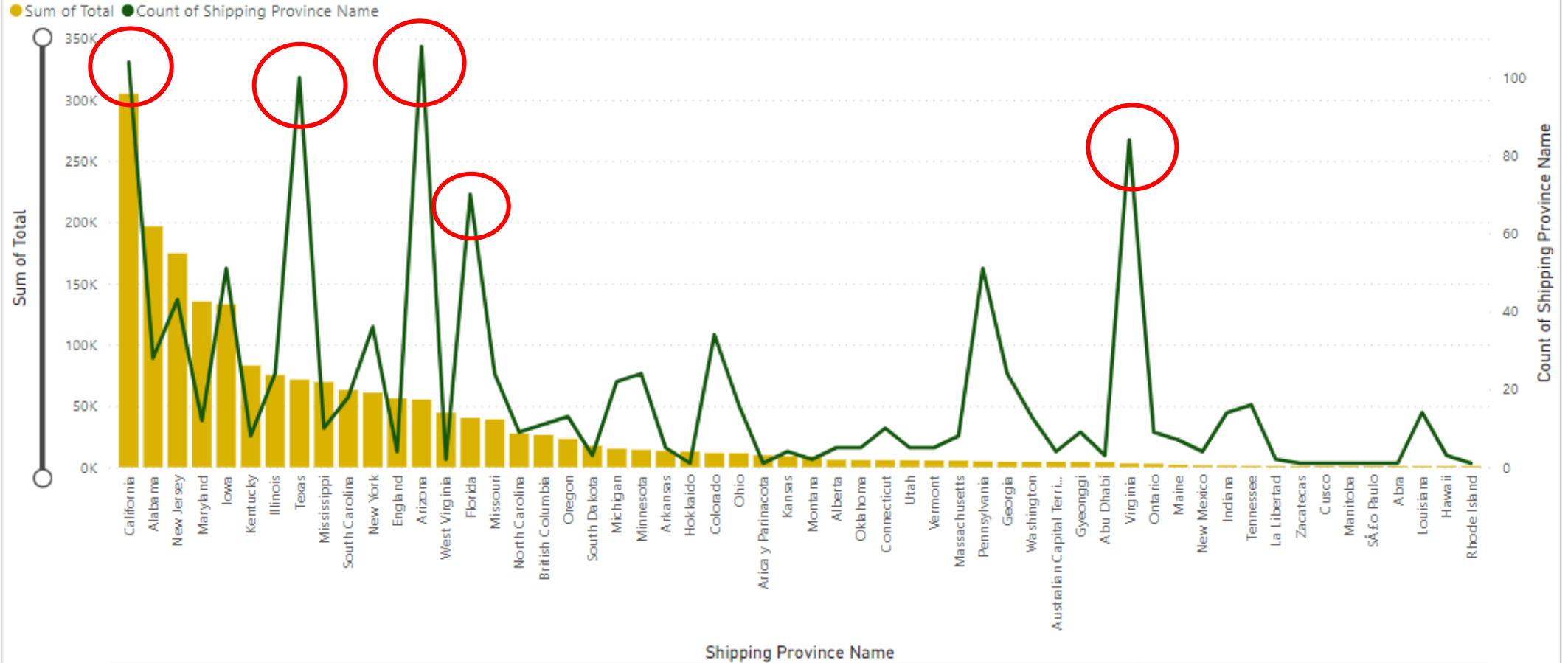
Sum of Discount Amount

Count of Used Discount Code by Used Discount Code



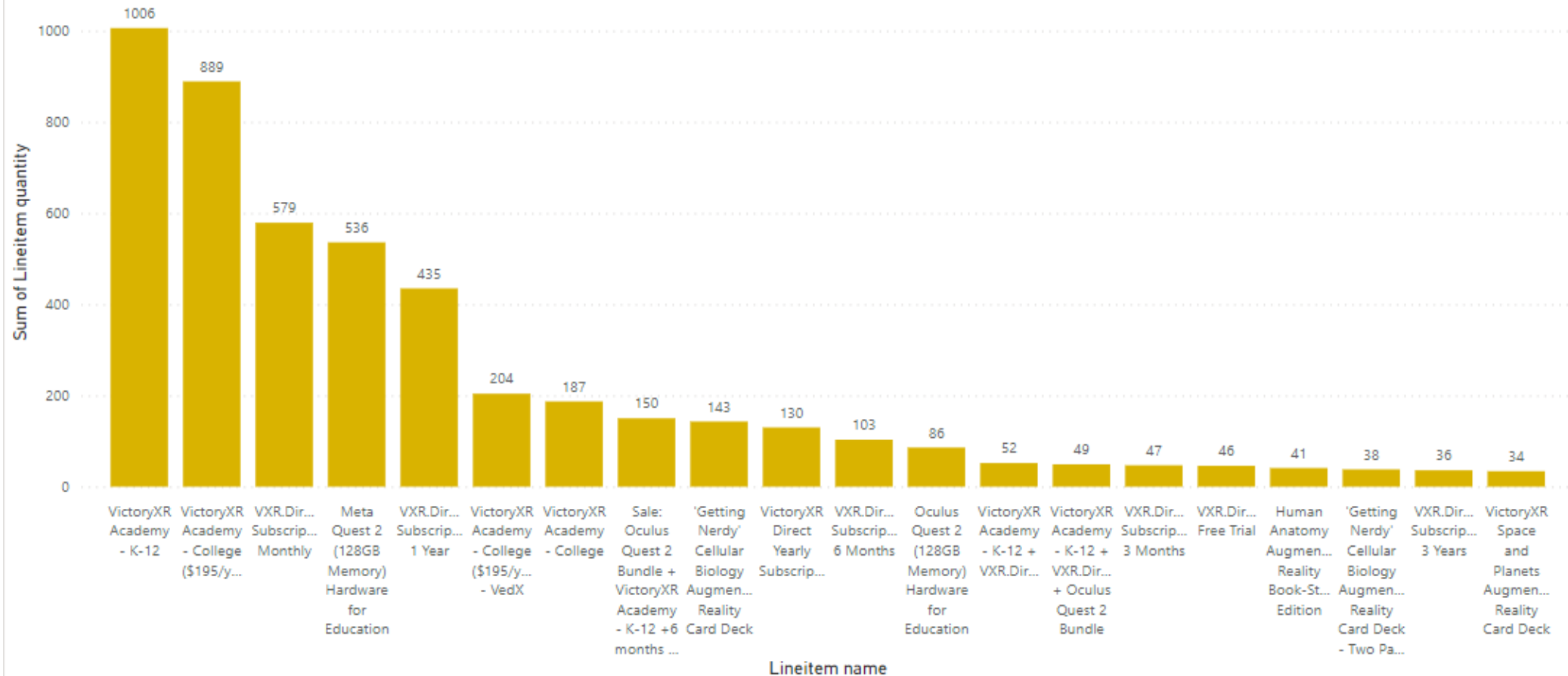
STATES MADE THE MOST PROFIT

Sum of Total and Count of Shipping Province Name by Shipping Province Name



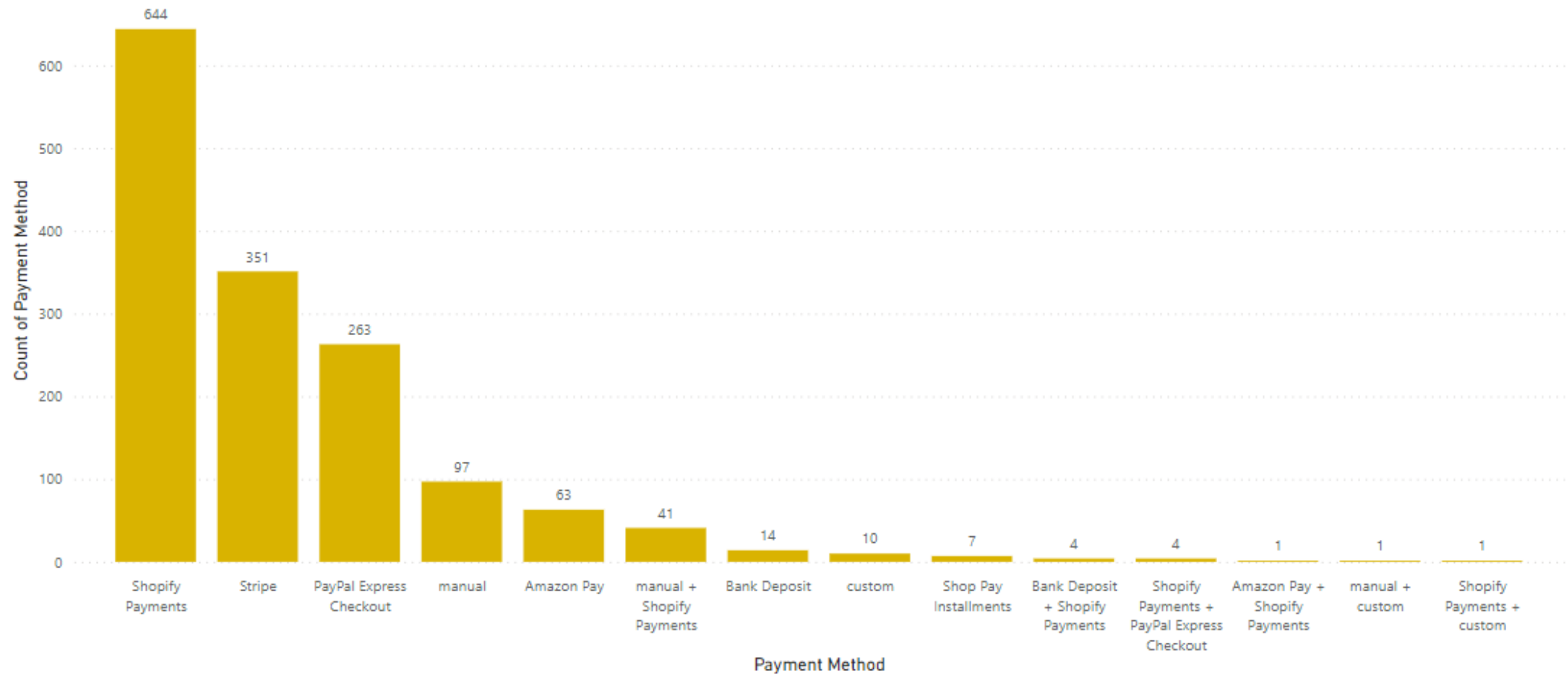
MOST POPULAR ITEMS BEING SOLD

Sum of Lineitem quantity by Lineitem name



PAYMENT METHOD

Count of Payment Method by Payment Method

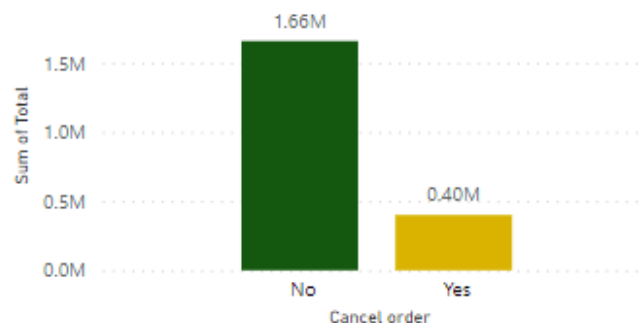


CANCEL ORDER

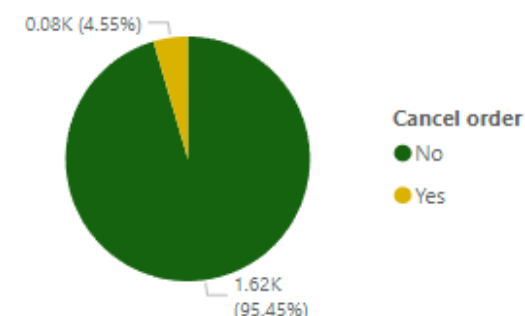
Cancel order

- Select all
- No
- Yes

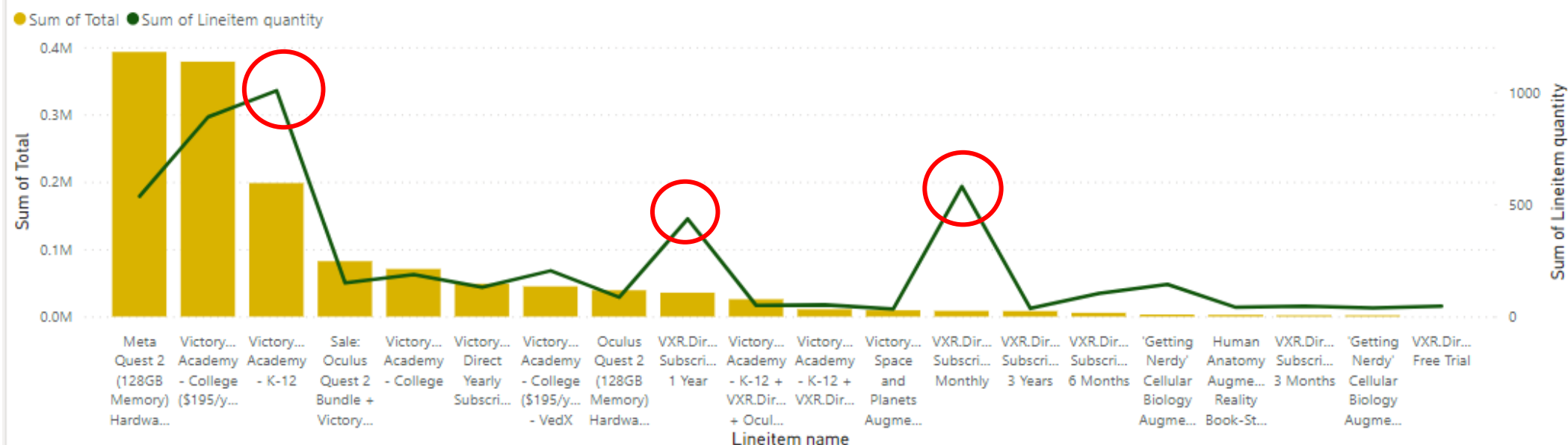
Sum of Total by Cancel order



Count of Cancel order by Cancel order



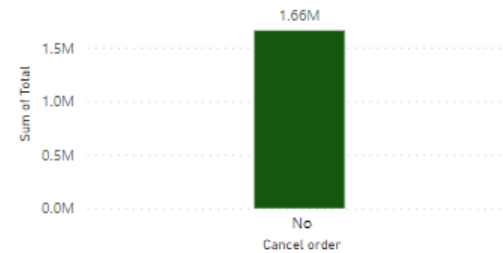
Sum of Total and Sum of Lineitem quantity by Lineitem name



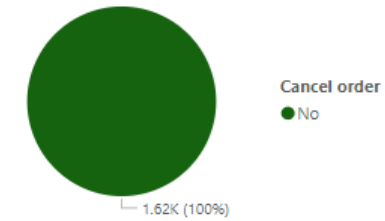
CANCEL ORDER (NO)

CANCEL ORDER

Sum of Total by Cancel order

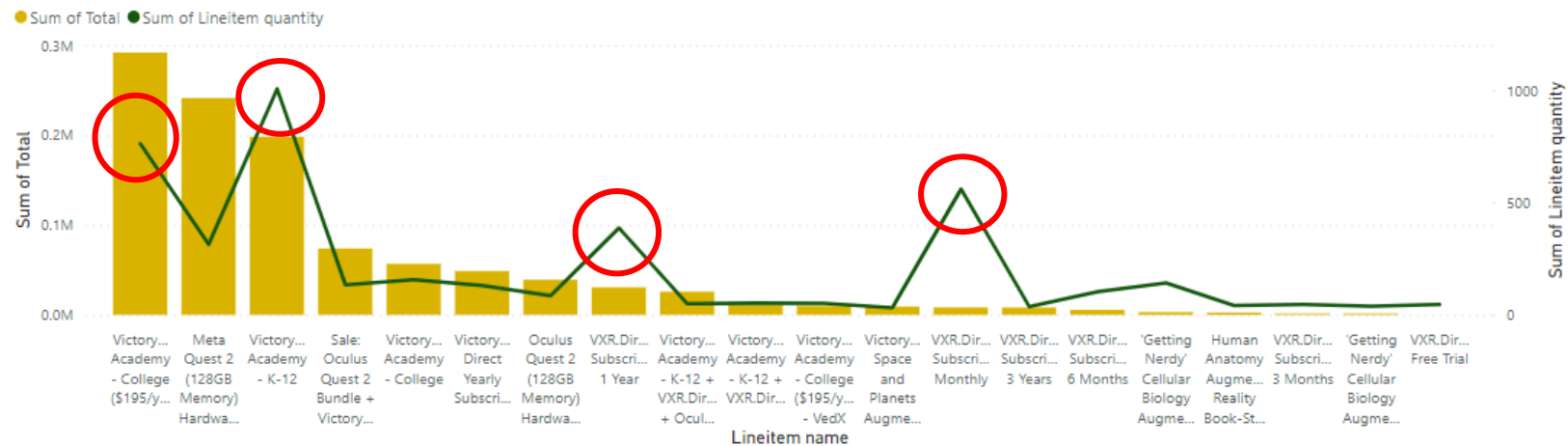


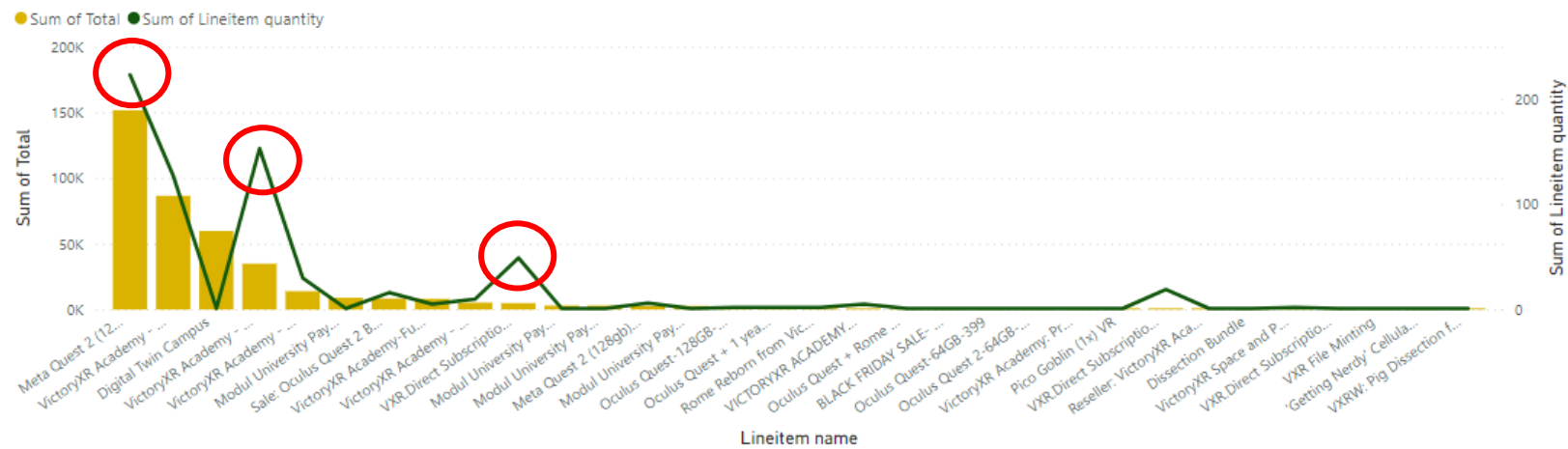
Count of Cancel order by Cancel order



Cancel order
☒ Select all
☐ No
☐ Yes

Sum of Total and Sum of Lineitem quantity by Lineitem name





Continuing this project



Clean data source



Are there other resources with
more market analysis/research?



Not enough data to make solid
research analysis as well as the
ability to view company trends

Recommendations

Medical Training/Education
has a lot of potential growth
and development



Market trends skew young
male, find ways to diversify



Continued data analysis of
key categories



Cost/Profit Analysis