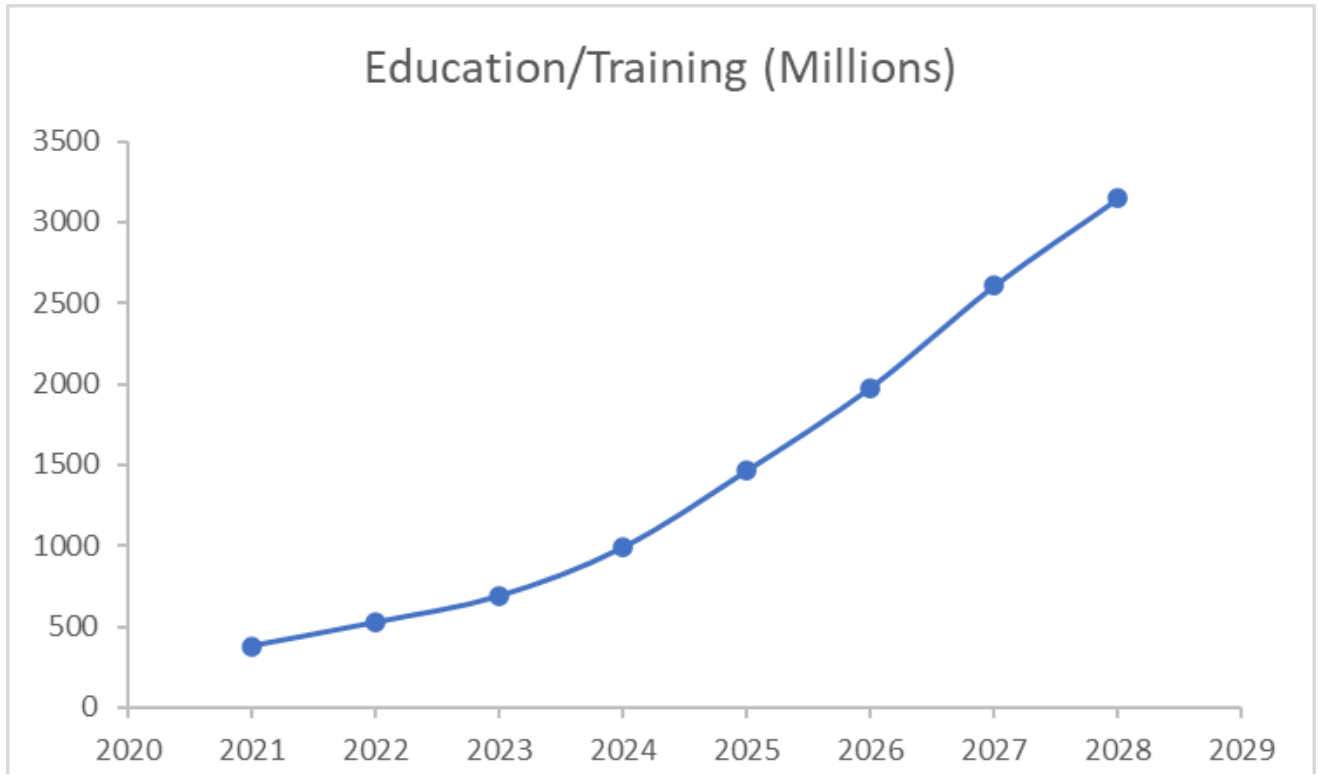
VictoryXR

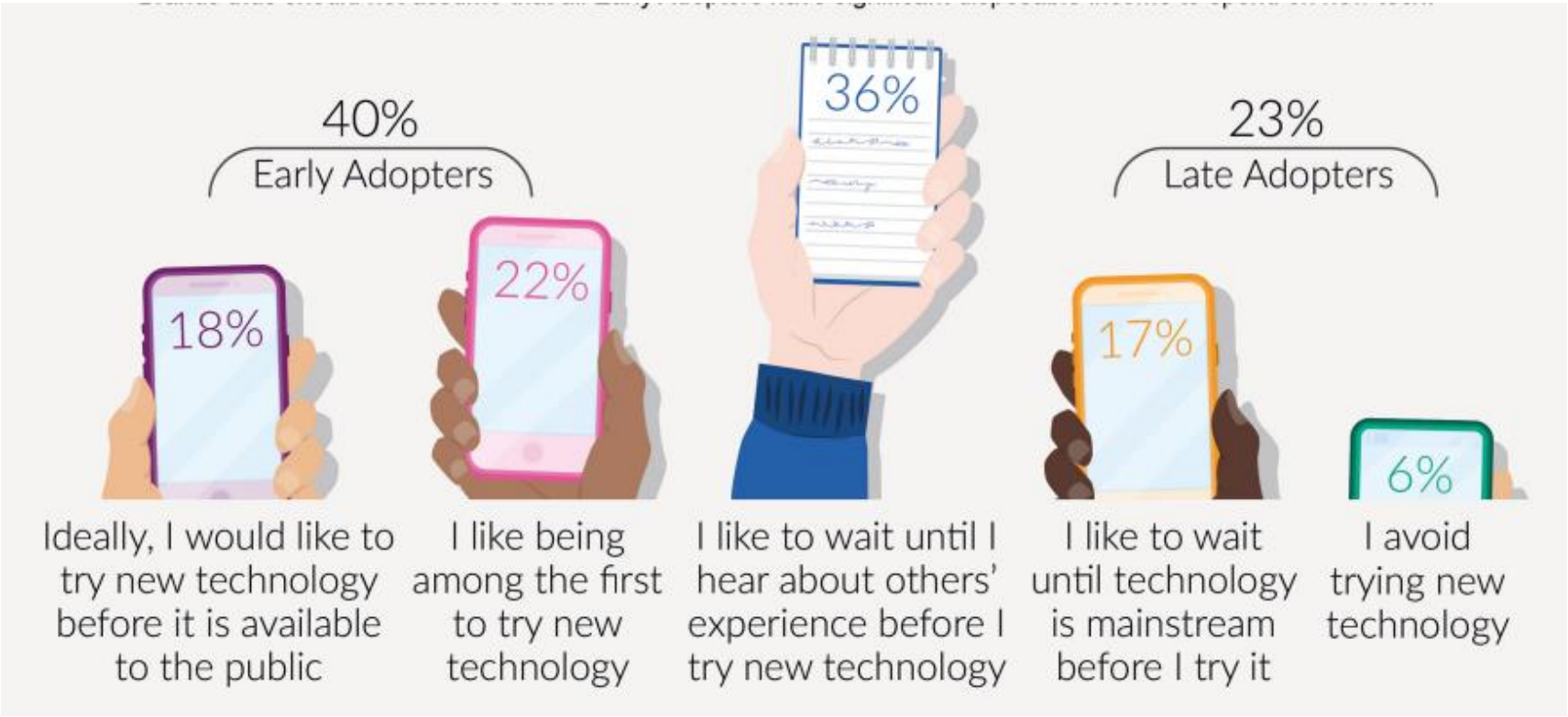
By Parker Smith, Thu Nguyen, and Tyler Hanks

VR Market-Predictions



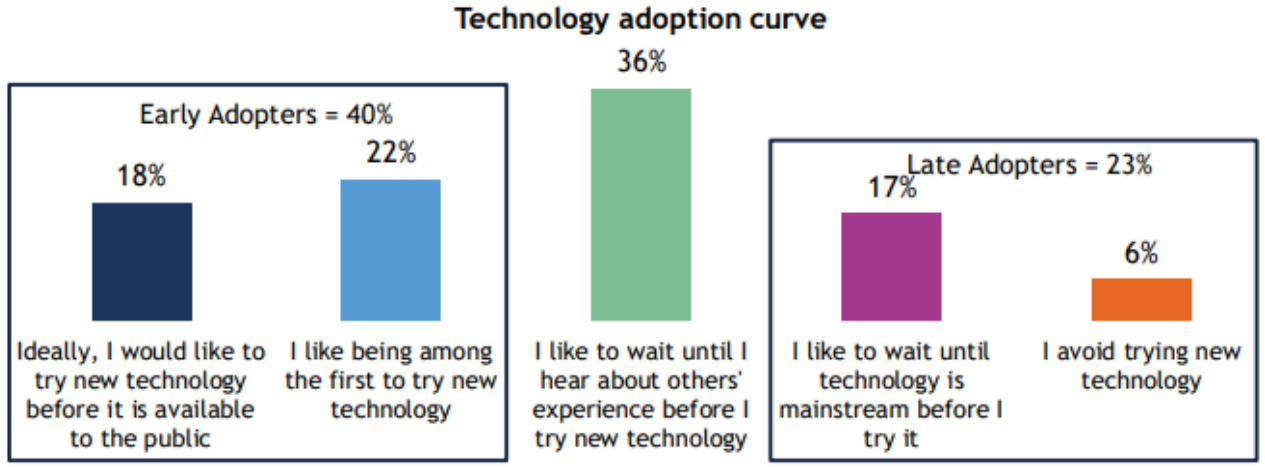
Source: marketresearch.com

Early Adopters



Early Adopters - Characteristics

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

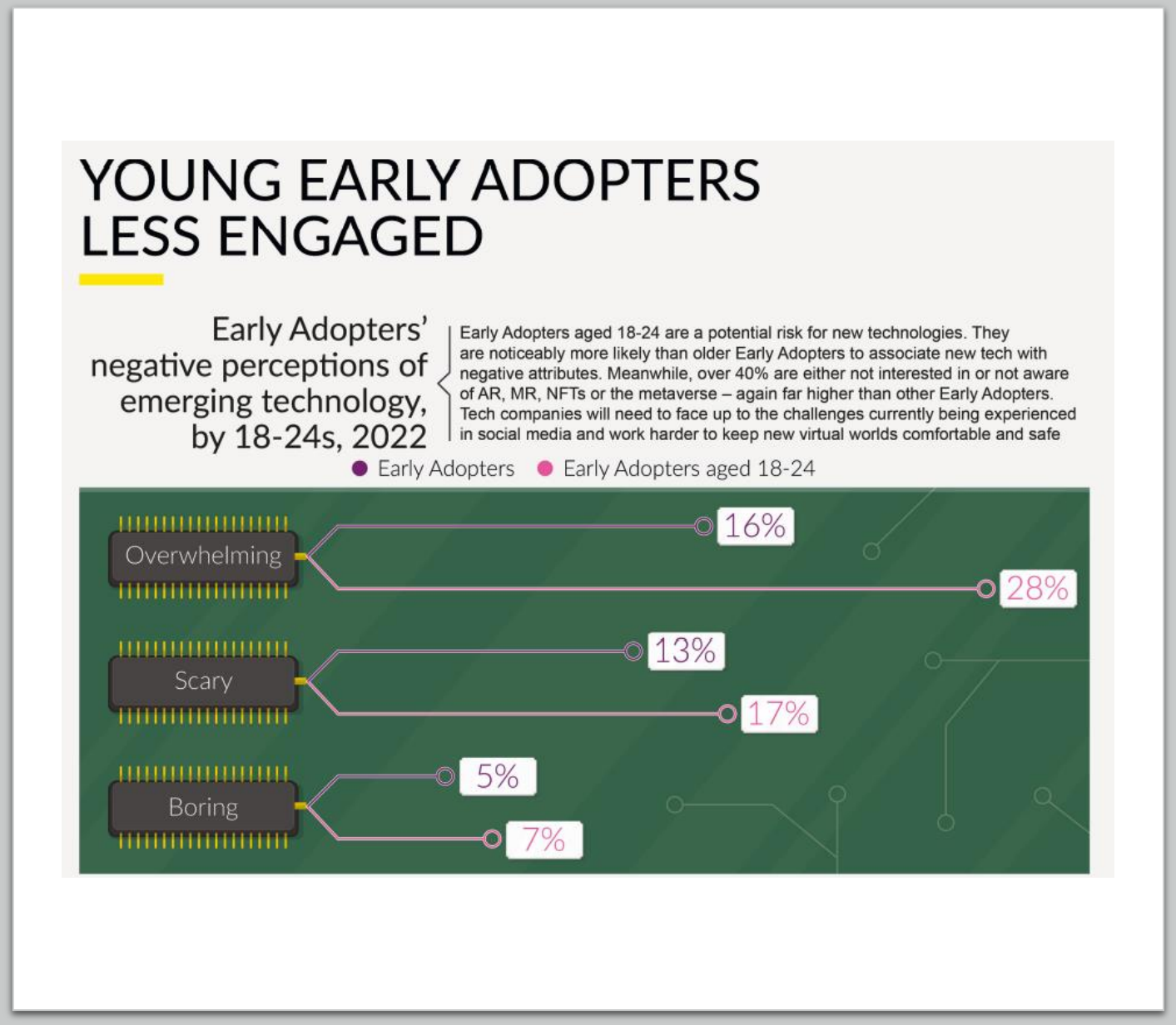


Growing Subjects - Medical Training

- 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)

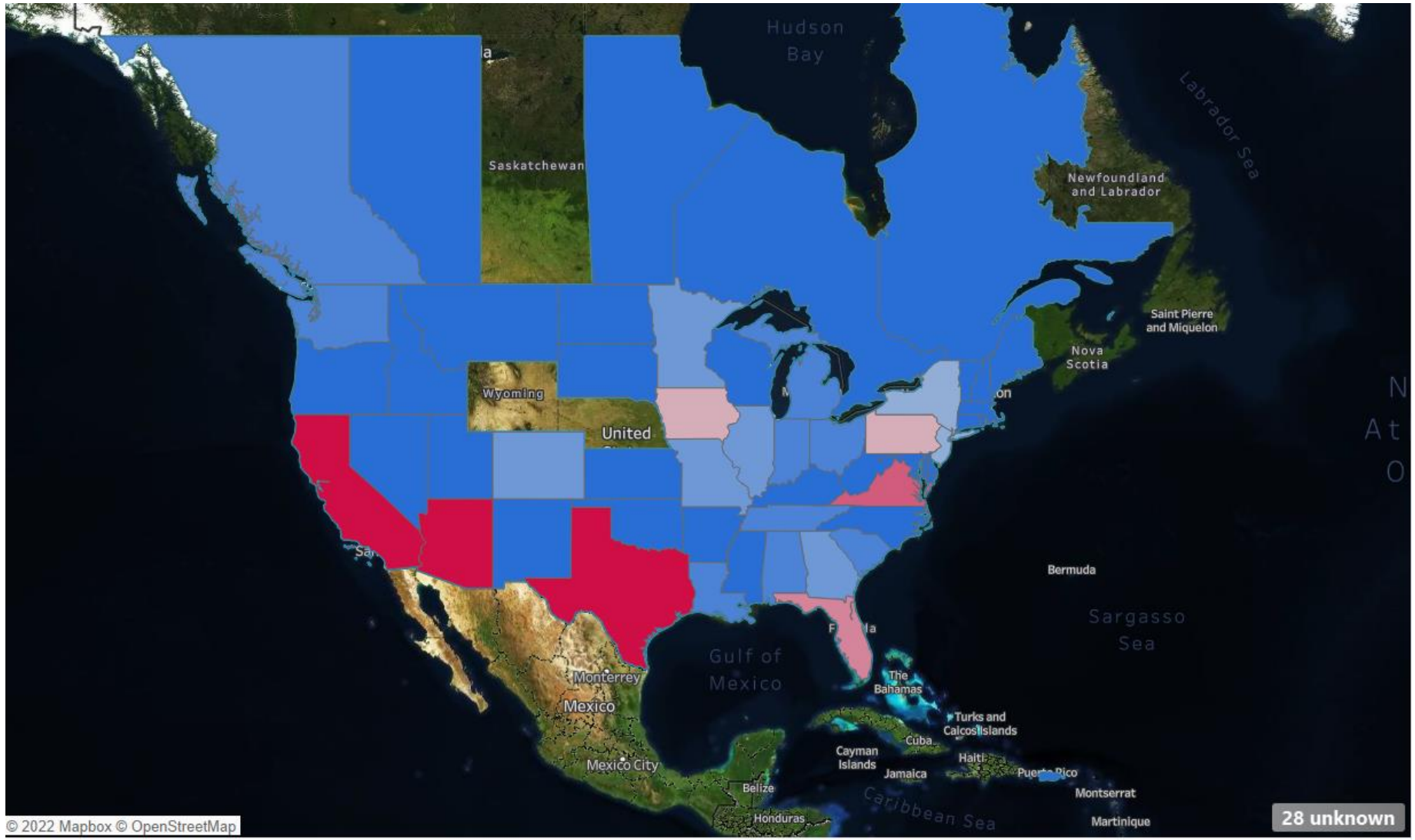
Source: marketresearch.com

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

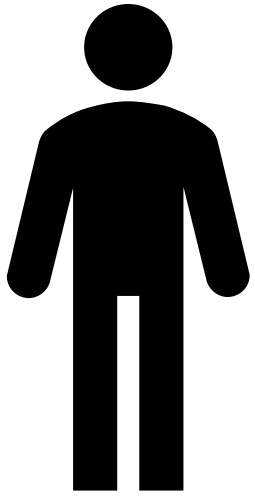
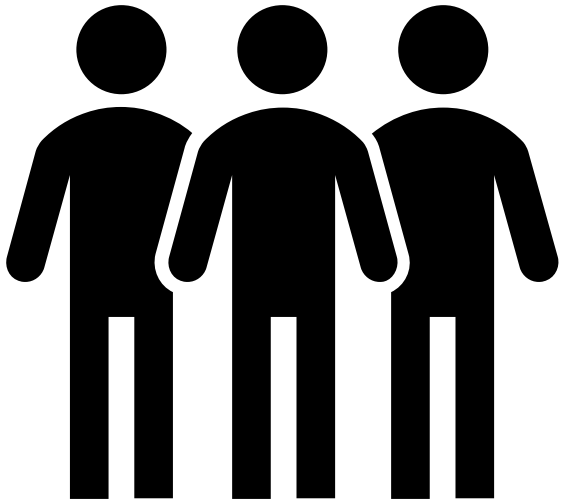


Map of Billing Address Locations

Most Popular Billing Address States

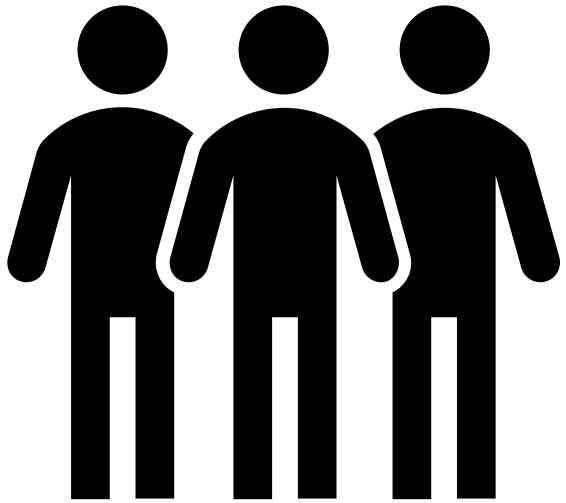


What Percent of People Use Discount Codes?

Code Users		Population		Percentage
				%
172	÷	1794	=	9.59%

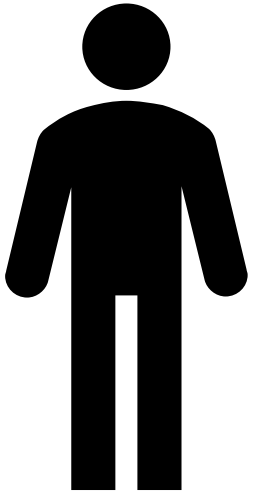
Shipping Cost Population vs. User Average

Population Average



$1.44

User Average

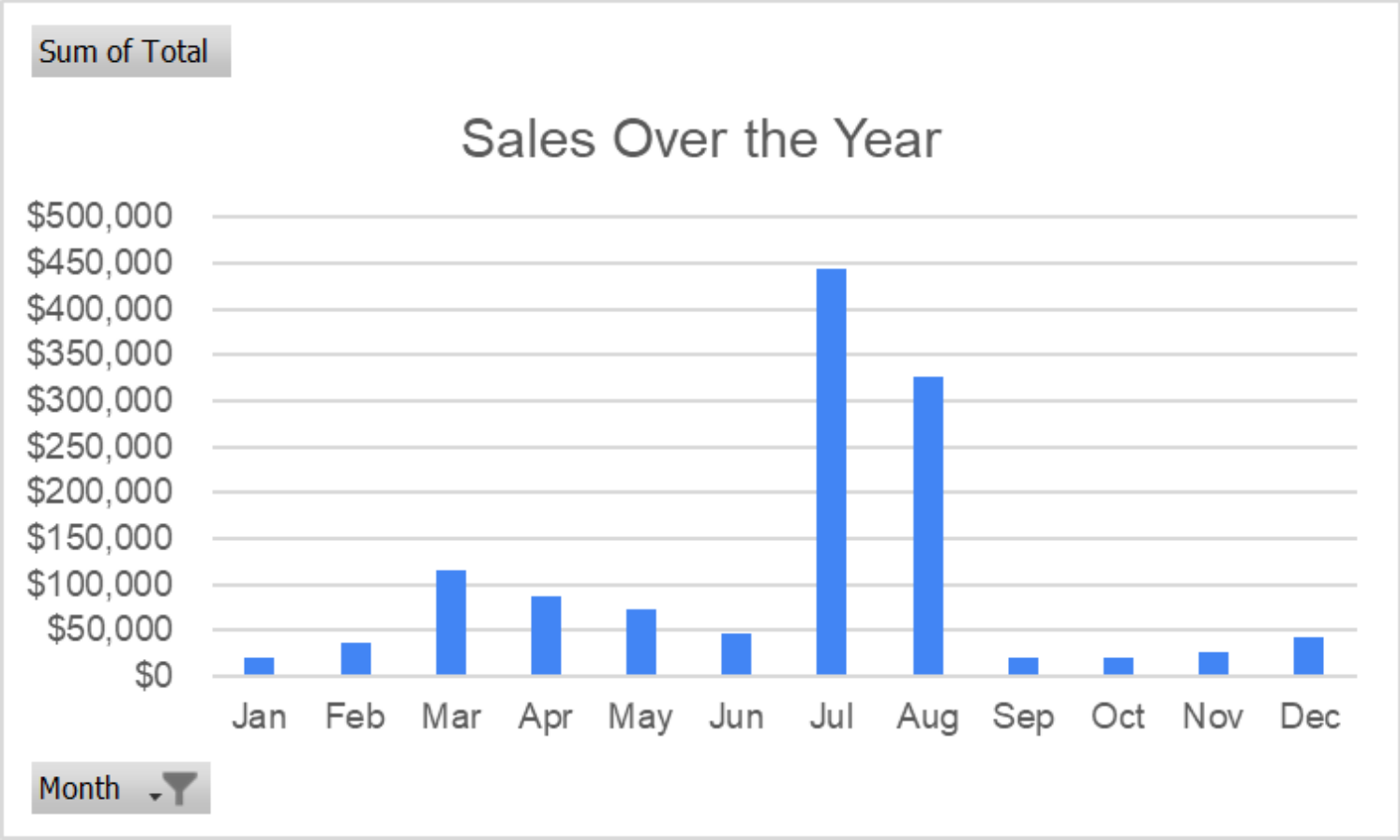


$4.34

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.

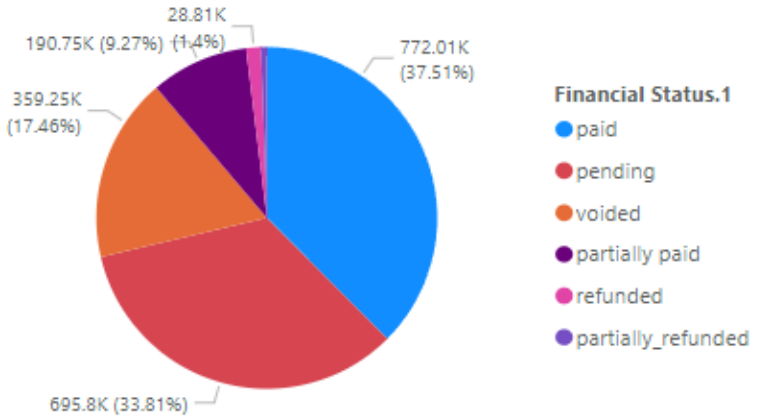
What were the Sales of the entire year?



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



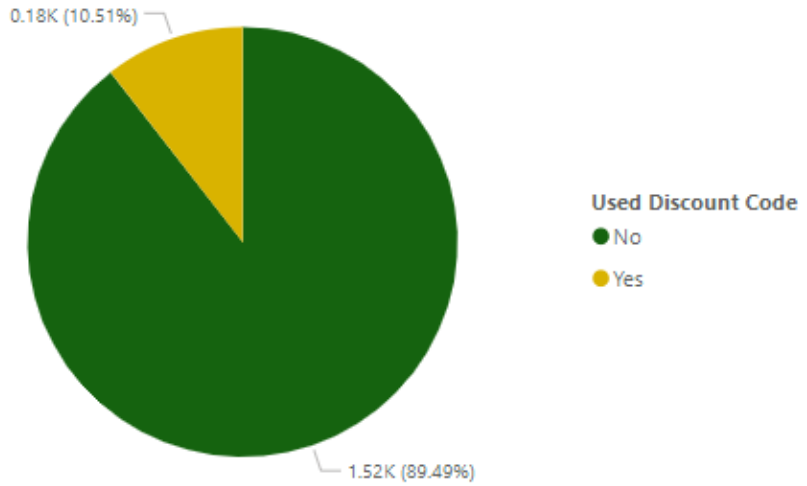
DISCOUNT AMOUNT

...

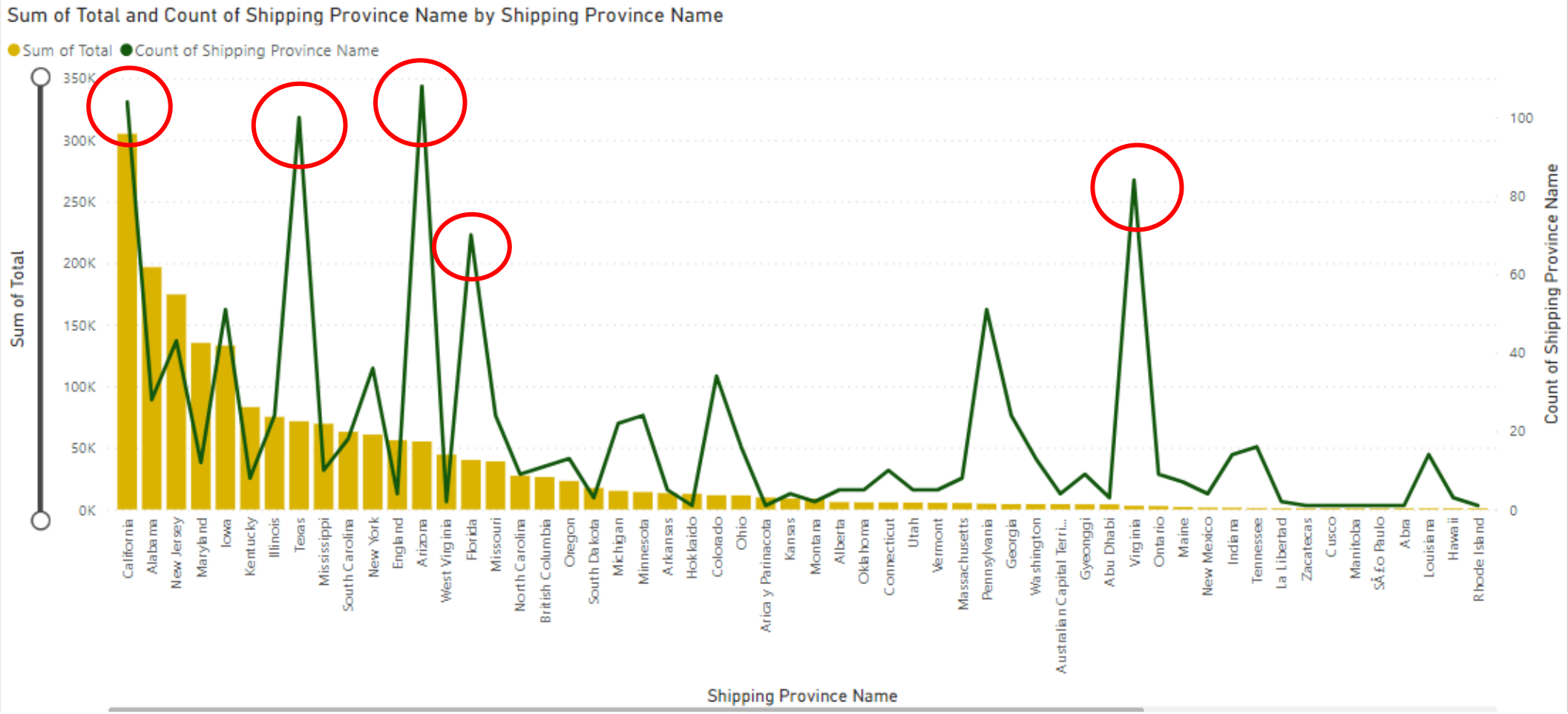
50.96K

Sum of Discount Amount

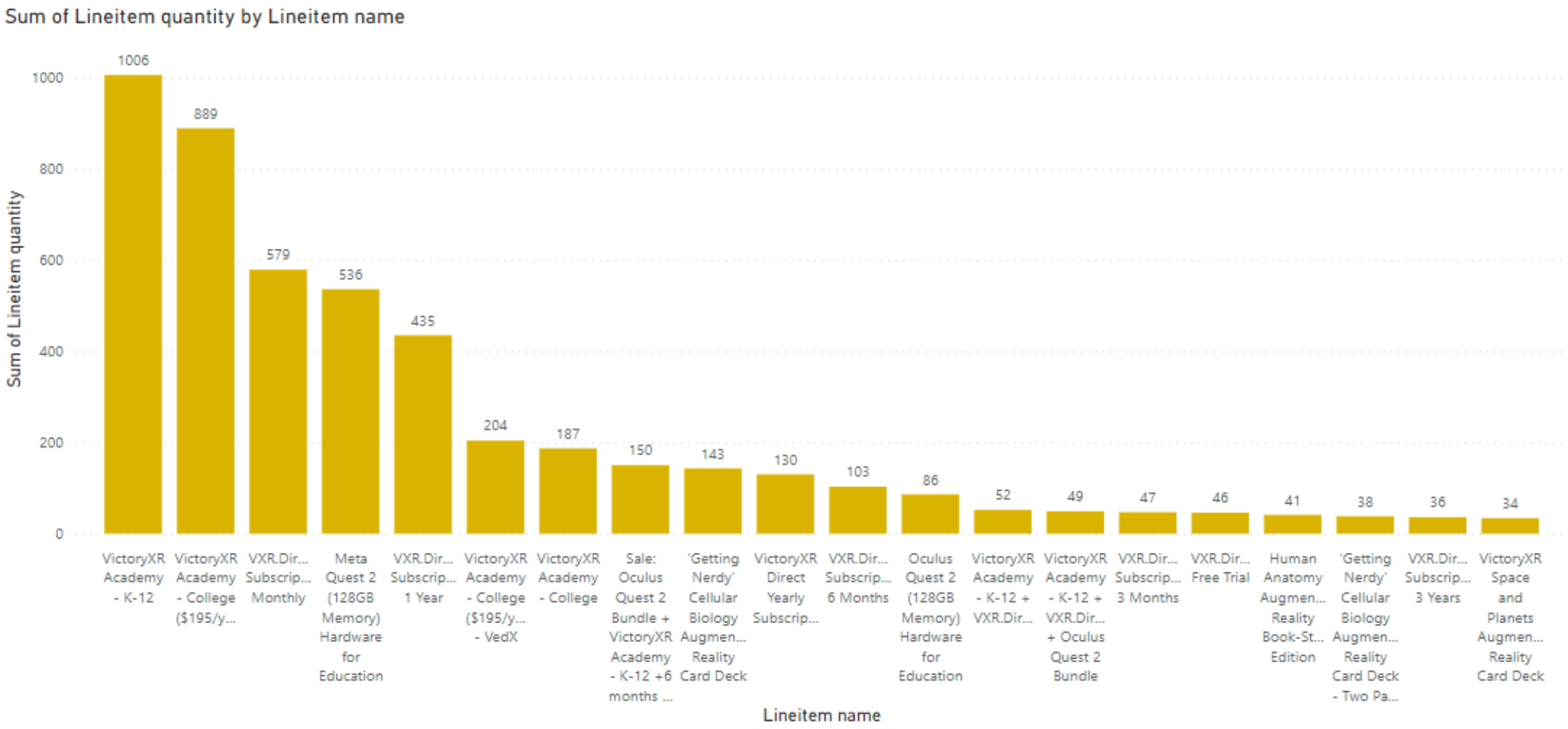
Count of Used Discount Code by Used Discount Code



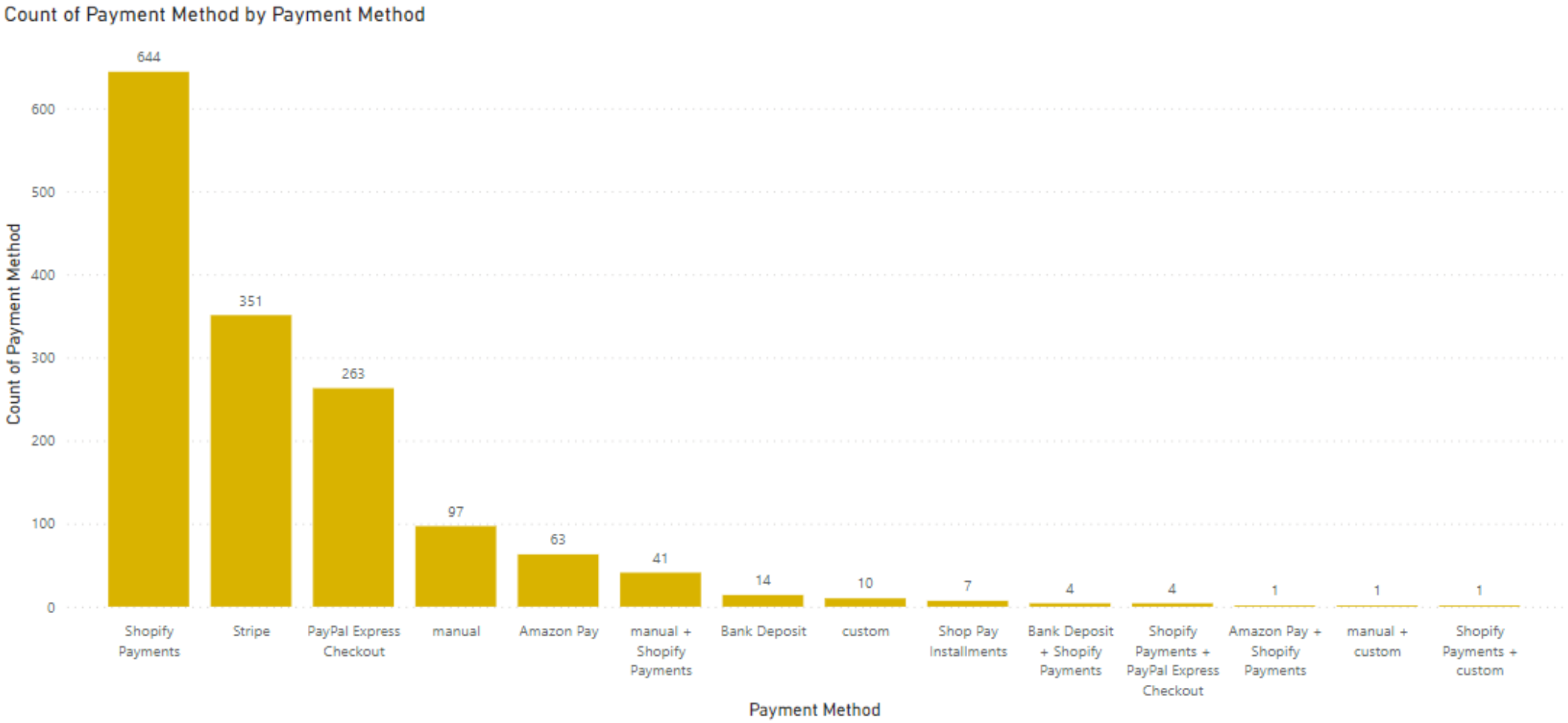
STATES MADE THE MOST PROFIT



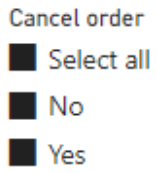
MOST POPULAR ITEMS BEING SOLD

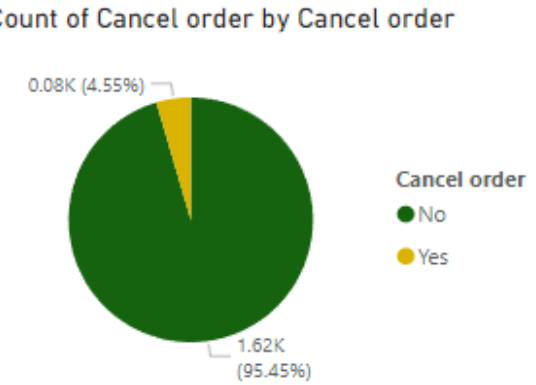


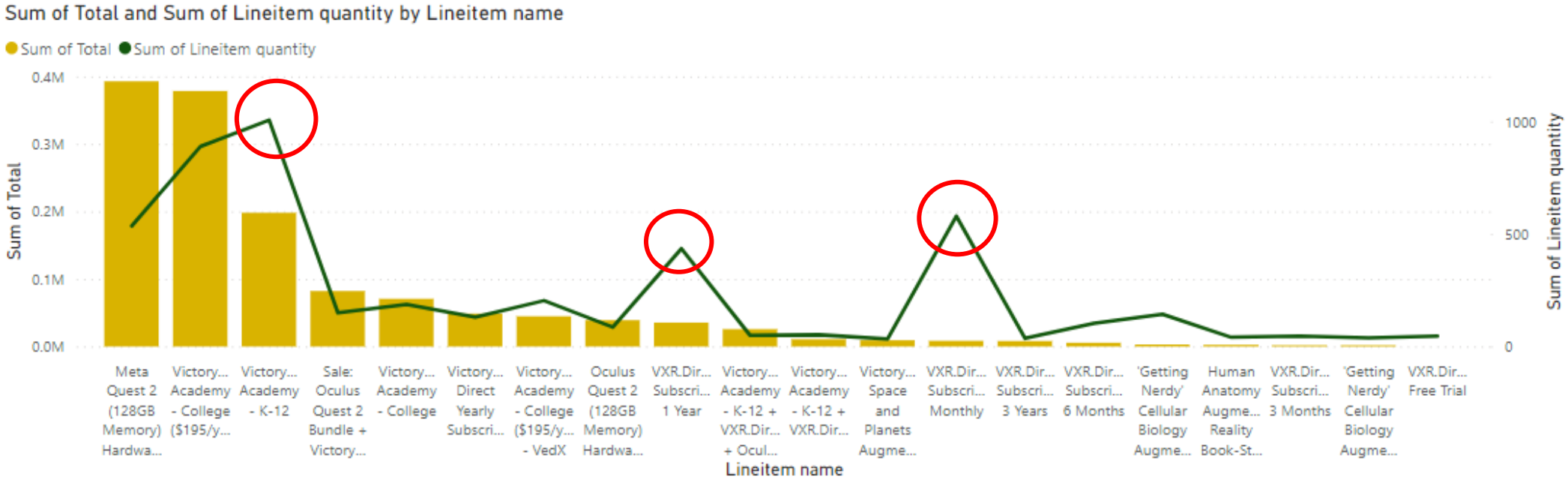
PAYMENT METHOD



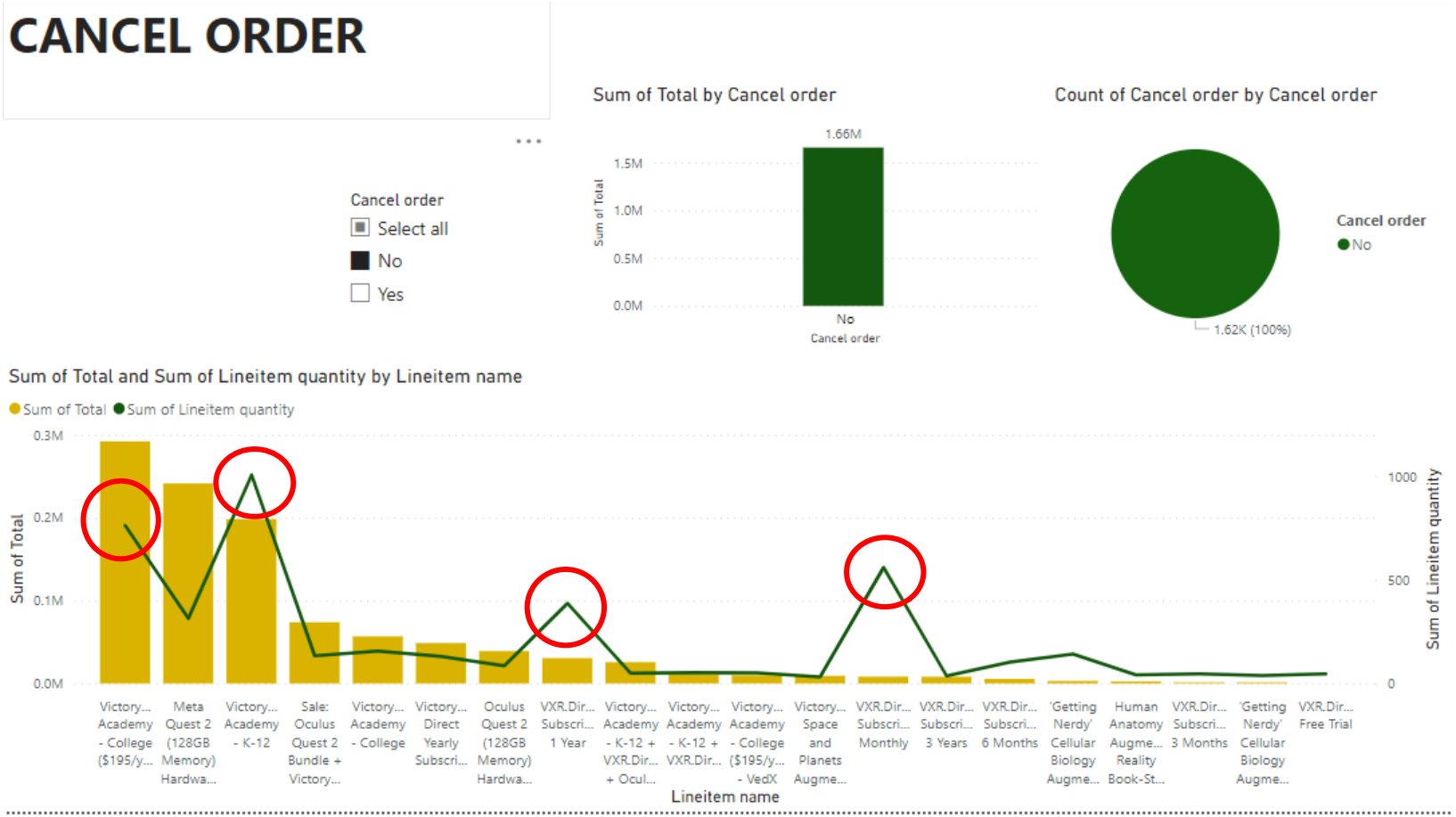
CANCEL ORDER



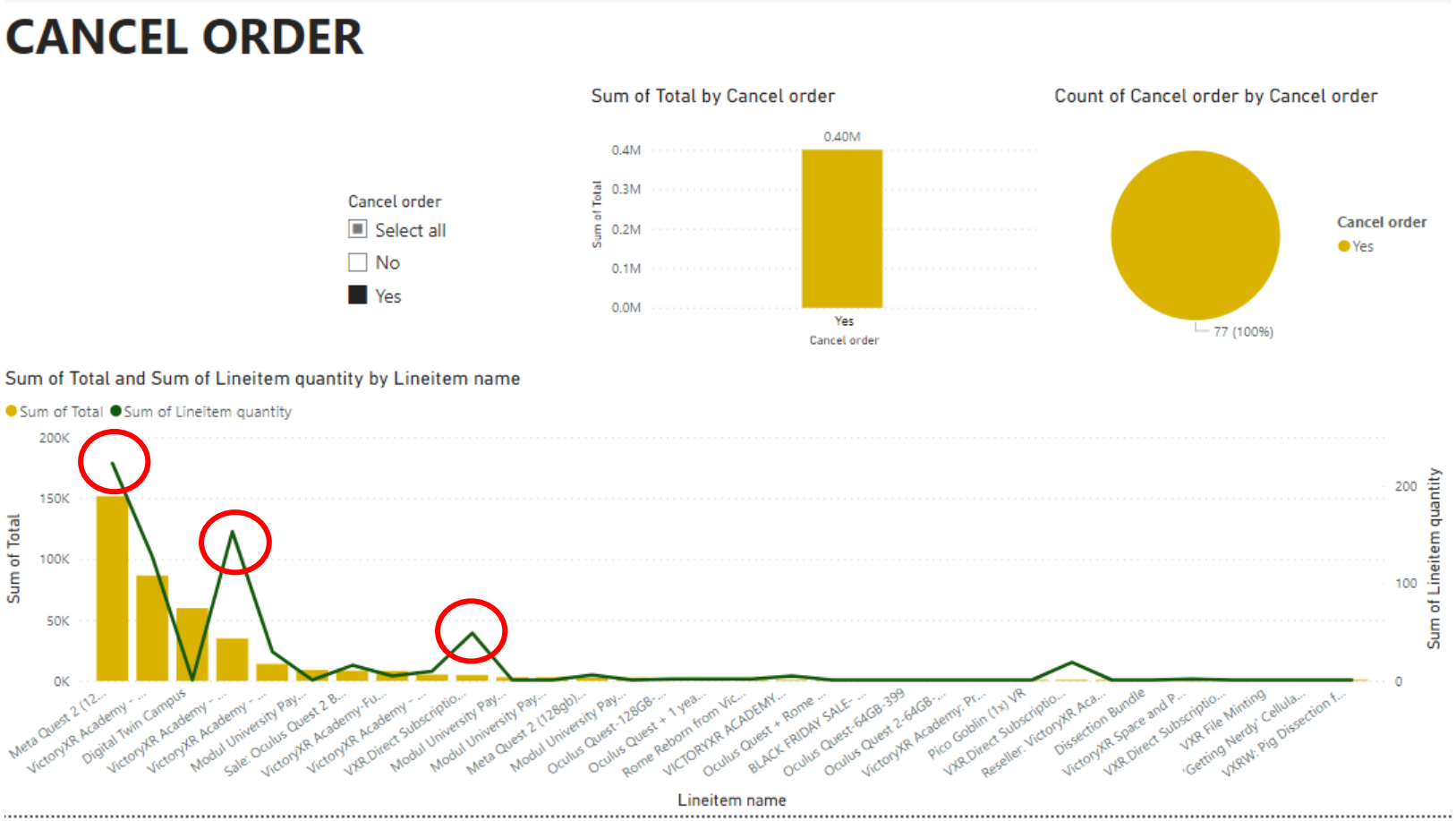




CANCEL ORDER (NO)



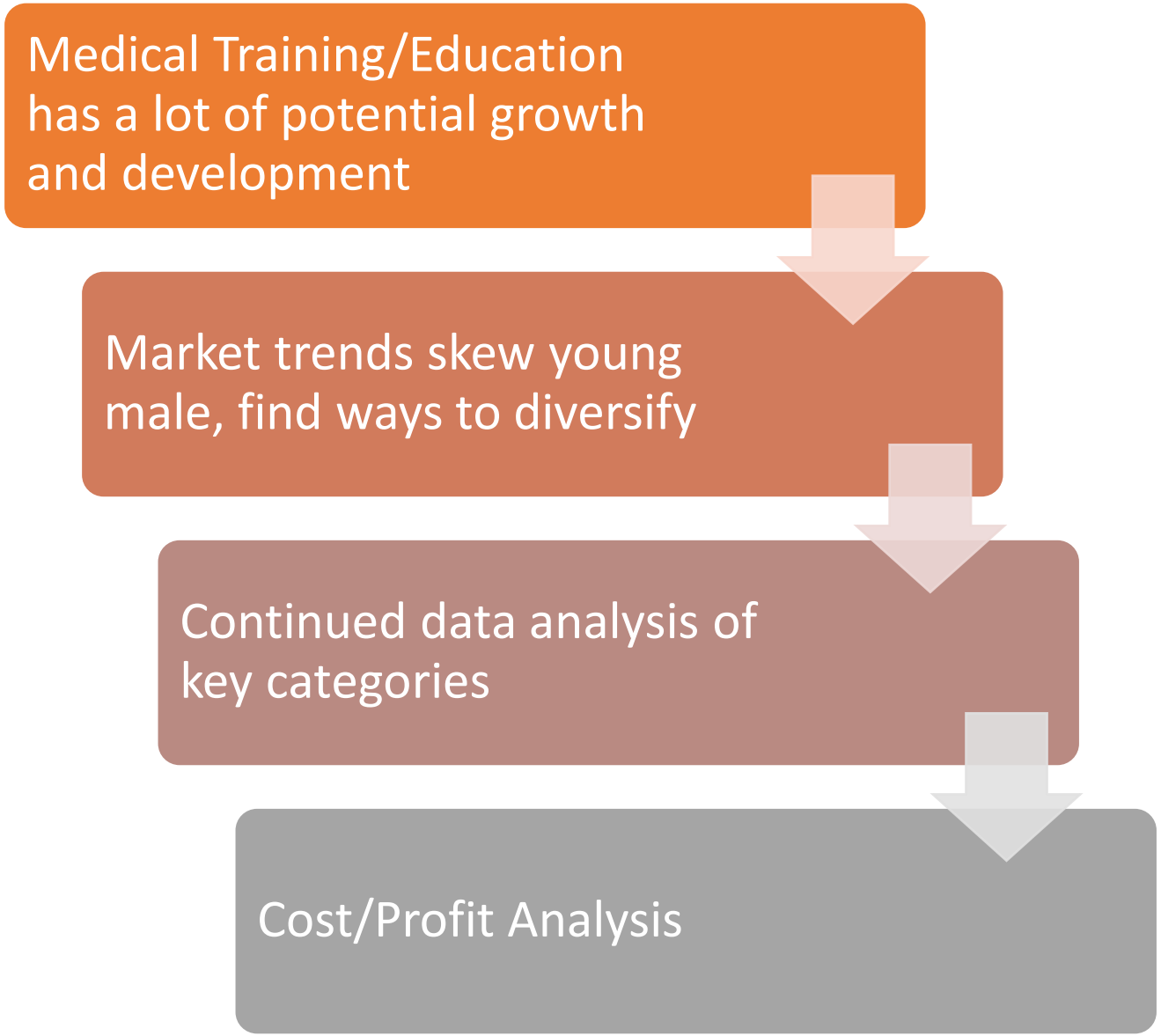
CANCEL ORDER (YES)



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