Interesting Fact #1

People younger than 10 years old didn’t necessarily make up the largest portion of the population of players that purchased items, but they did have the second highest average total purchase per person. In other words, it’s funny to see how the young kids that are able to convince their parents to spend money on the game are able to milk them for more money than most other age groups are willing to spend.

Interesting Fact #2

[Oathbreaker, Last Hope of the Breaking Storm] has 33% more total purchases than any other item in the game. It’s probably overpowered, seasonal, has some other value that can’t be determined without more context. However, a lot of the player-base seems to have an interest in this item! This game is probably pay-to-win though.

Interesting Fact #3

Though women represent roughly 14% of the player population, they spend slightly more than men, and if they were to be represented by market-share of spending, they would be closer to ~15.5%. Both of these values are pretty surprising considering there aren’t many women who play RPG games, let alone women who would be willing to spend money on RPG games.