Spenser Hilton

Trends Noticed in Hw4

1. The population of players of this game is overwhelmingly male, as is to be expected from the industry in general.
2. Item prices vary, with the highest being nearly $5. While these are the most profitable on a per-item basis, they do not account for a large portion of revenue. In fact, if one looks at the most popularly bought items, one can see that the items in that list are priced toward the lower end. This is likely because players are more willing to buy an in-game item for $1-$2 than they are to buy a $5 in-game item.
3. The majority of in-game purchases are made by players in the 18-26 age range. Generally, these are the years one might have the most time available to play the game, which may allow for a greater perceived return on investment for the player, leading to an increased willingness to make a purchase.