1. Number of male players significantly exceeds the number of female players, 6:1 to be exact. However, on average, female players tend to spend around 10% more on their purchases.
2. The most dominant player age group is 20-24 year-olds, exceeding the next biggest group (15-19) 2.5:1. They also spend about 12% more on average per person. It is also interesting that the oldest age group (40+) spends the least per person, while those just slightly younger (34-39) spend the most, followed by the youngest age group (under 10) which spends nearly as much.
3. Average price of the most popular items is ~20% highest than the average of the overall product library, indicating relatively low price sensitivity, while the most profitable items are unsurprisingly much more expensive (~50% more) than average. However, it is also noteworthy that “most profitable” in this analysis is somewhat misleading as it does not take development costs into account but only prices. I would think that at least one of major reasons for their higher pricing is that they are more expensive to develop, so I would suggest that profit margins (sales price less development costs) are to be analyzed for profitability purposes.