Pandas Report:

1. The first thing I noticed was that there was a smaller amount of players compared to the purchases, this means that there is a number of players that commit to multiple purchases. The route I would tell the game developers to go would be to continue pushing out newer “DLC” content or cosmetic items, this will allow them to continue making money from their loyal fanbase.
2. The second thing I noticed was that the most popularly sold item was also very expensive compared to the other top 5 items. I noticed that the players that might be gravitating towards buying that item much seek something that was more monetary value and are willing to spend more. Hence this game could put out higher quality items and the players would still buy.
3. I also noticed that One person bought 5 items spending nearly $20 on in game items. This person spends money on the game for two reasons: One because he enjoys playing the game a lot and therefore willing to flesh out some money, or two, he is having a bad experience and can only find happiness through spending money on the game items. The second option is the harder one to catch.