

# Summary of Data

## **Player Count**

4 There are 576 active players, some players making multiple purchases.

### Purchasing Analysis (Total)

- ♣ There are 179 unique items.
- ♣ The average purchase price is at \$3.05.
- ♣ The is a total of 780 purchases.
- ♣ The total revenue came in at \$2,379.77

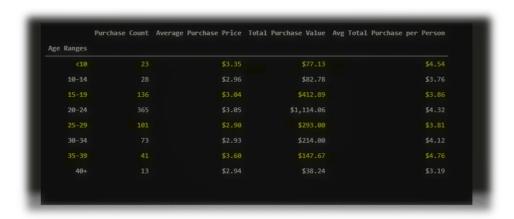
#### **Gender Demographics**

- 484 players are Male which is 84.03% of the total number of players.
- 4 81 players are Female which is 14.06% of the total number of players.
- 4 11 players are Other /NON-Disclosed which is 1.91% of the total number of players.

#### Purchasing Analysis (Gender)

- ♣ Males made 652 purchases with and average purchase prices of \$3.02 totaling \$1,967.64 in revenue. Male players spent an average of \$4.07 in total.
- Females made 113 purchases with and average purchase prices of \$3.20 totaling \$361.94 in revenue. Female players spent an average of \$4.47 in total.
- 4 Other /NON-Disclosed players made 15 purchases with and average purchase prices of \$3.35 totaling \$50.19 in revenue. These players spent an average of \$4.56 in total.

#### Age Demographics



**Top Spenders** 

|             | Purchase Count | Average Purchase Price | Total Purchase Value |
|-------------|----------------|------------------------|----------------------|
| SN          |                |                        |                      |
| Lisosia93   |                | \$3.79                 | \$18.96              |
| Idastidru52 |                | \$3.86                 | \$15.45              |
| Chamjask73  |                | \$4.61                 | \$13.83              |
| Iral74      |                | \$3.40                 | \$13.62              |
| Iskadarya95 |                | \$4.37                 | \$13.10              |
|             |                |                        |                      |
|             |                |                        |                      |

Most Popular Items

|         |  | Purchase Count | Item Price | Total Purchase Value |
|---------|--|----------------|------------|----------------------|
| Item ID | Item Name                                    |                |            |                      |
| 92      | Final Critic                                 | 13             | \$4.61     | \$59.99              |
| 178     | Oathbreaker, Last Hope of the Breaking Storm | 12             | \$4.23     | \$50.76              |
| 145     | Fiery Glass Crusader                         | 9              | \$4.58     | \$41.22              |
| 132     | Persuasion                                   | 9              | \$3.22     | \$28.99              |
| 108     | Extraction, Quickblade Of Trembling Hands    | 9              | \$3.53     | \$31.77              |
|         |  |                |            |                      |
|         |  |                |            |                      |