



Summary of Data

Player Count

✚ 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.
- ✚ 81 players are Female which is 14.06% of the total number of players.
- ✚ 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.
- ✚ 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

	Purchase Count	Average Purchase Price	Total Purchase Value	Avg Total Purchase per Person
Age Ranges				
<10	23	\$3.35	\$77.13	\$4.54
10-14	28	\$2.96	\$82.78	\$3.76
15-19	136	\$3.04	\$412.89	\$3.86
20-24	365	\$3.05	\$1,114.06	\$4.32
25-29	101	\$2.90	\$293.00	\$3.81
30-34	73	\$2.93	\$214.00	\$4.12
35-39	41	\$3.60	\$147.67	\$4.76
40+	13	\$2.94	\$38.24	\$3.19

Top Spenders

SN	Purchase Count	Average Purchase Price	Total Purchase Value
Lisosia93	5	\$3.79	\$18.96
Idastidru52	4	\$3.86	\$15.45
Chamjask73	3	\$4.61	\$13.83
Iral74	4	\$3.40	\$13.62
Iskadarya95	3	\$4.37	\$13.10

Most Popular Items

Item ID	Item Name	Purchase Count	Item Price	Total Purchase Value
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