Observable trends based on the data

The first observable trend is that there are significantly more male players compared to non-male players. Male players make up 84% of the player population. This is evident in the total amount of purchases they made. Male players accounted for 83% of the total sales. An interesting bit of information is that even though they made majority of the purchases, male players are spending the least amount of money per purchase. Male players on average spent $3.02 per transaction while the female and other/non-disclosed players spent $3.20 and $3.35 respectively.

The second observable trend is that the 20-24 years old age group has the highest number of players, 44.79%, when compared to the other age groups. They are followed by the 15-19 age group which makes up 18.58% and then 25-29 comes in third with 13.37%. The “Total Purchase Value” and “Purchase Count” numbers reflect this trend, as these 3 age groups came in first, second and third again. The title of biggest spender per purchase goes to the 35-39 age bracket, as they on average spent $3.60 per purchase. The lowest spender per purchase is the 25-29 age group, as on average they only spent $2.90 per purchase.

The third observable trend is that the top four profitable items are also among the most popular items for sale. The most popular item is the “Final Critic”, which was purchased 13 times and generated the highest total sales of $59.99. The second most popular item is the ”Oathbreaker, Last Hope of the Breaking Storm”, which was bought 12 times and placed second in total sales, having a total of $50.76. The third and fourth most profitable items are “Nirvana” and “Fiery Glass Crusader”, both of which tied for third most popular item in the game. They share that ranking with 2 other items. All four items were purchased 9 times.