

In this assignment we were tasked with taking raw purchase data from a gaming company and break it out into useful informative chunks. In doing so I discovered a few interesting things.

1. The majority of players in the game are in fact male, but on average they spend less than the females. Knowing this, we could determine it may be more profitable to market toward female players.

	Purchase Count	Average Purchase Price	Total Purchase Value	Avg Total Purchase per Person
Gender				
Female	113	\$3.20	\$361.94	\$4.47
Male	652	\$3.02	\$1,967.64	\$4.07
Other / Non-Disclosed	15	\$3.35	\$50.19	\$4.56

2. Although nearly 45% of gamers reside in the 20-24 age group, the big spenders exist in the 35-39 group. I recommend targeting this demographic to become more profitable.

	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

3. Lastly I noticed the item called “Final Critic” was both the leader in total number of purchases and overall purchase value. I recommend slowly raising the price on it to see if users will continue to buy it.

		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