Alaind (Alli) Sklar

House of Pymoli Observable Trends

Based on the data given, there were some observable trends. One of the more noticeable trends was that male players dominated the gender demographics with 81%. Another trend was that in the age demographics, players in the 15- 25 age group were players that purchased the most optional items to enhance their gaming experience. The final trend was that even though the more expensive items were the most profitable, they were not the most popular items. The popular items were priced at around the $2 to $3 range, which also turns out to be about the average price of what players are willing to pay for optional items.