Written description of trends

Alexandra Solano

Three observable trends based on the data are that based on the gender demographics analysis, female players tend to spend more on the game per person than male players. However, there are much more male players which makes their value as purchasers increase (as displayed in the significantly higher total purchase value). Perhaps if the game developers were to cater to female players more, they would become even more profitable, as each female player brings much more profit marginally than male players.

Another observable trend based on the age demographics analysis is that the highest percentage of players is in the 20-24 year-old player category. This more clearly defines who the developers should focus on when marketing their products. It’s interesting that there are almost as many players who are less than 10 years old as there are players that are older than 40. Another trend based on the purchasing data analysis is that again, players in the 20-24 age category have the highest purchase value because they tend to purchase more. This makes their average total purchase per person one of the highest, next to those ages 35-39 who seem to have a higher average total purchase per person, which is probably due to the higher average purchase price of their demographic.