Observations

There are many observations based on this data set. There are a total of 780 purchases made, and there are 576 unique screen names that made those purchases. This means that most users only make one purchase. The company behind this game could work on developing reasons for there to be a greater number of repeat buyers to increase revenue. Also, out of the 576 unique players that made purchases, only 14% of those are females however, on average they spend 10% more than male players. If the company is looking to increase revenue, they could look at putting attracting more female players to the game because they would also come and spend more than their male counterparts. Also, to touch on the age groups, almost half of the total players are between 20 and 24. And as you move away from this age group, the number of players rapidly declines. There might be some way to increase participation from the older crowd since they have a higher average purchase price per person then the younger ager groups.