**Three observable trends based on the data**

* The company had 183 unique games, with an average purchase price of $2.93. There were about 780 purchases for the games.
* Males constituted the maximum percentage of the clientele. They had the maximum number of purchases compared to the other groups.
* The greatest number of players came from the 19-24 years age-group.
* User Adairialis76 was the maximum spender with a maximum purchase price of $17.06
* “Primitive Blade (Item number 34) was the most popular item.

### Player Count

\* Total Number of Players :

**Player Count is : 573**

Purchase Analysis Summary

Out[51]:

|  | **Average Purchase Price** | **Number of Unique Items** | **Total Number of Purchases** | **Total Revenue** |
| --- | --- | --- | --- | --- |
| **0** | 2.931192 | 183 | 780 | 2286.33 |

Gender Demographics Summary

|  | **Count of Players:** | **Percentage of Players** |
| --- | --- | --- |
| **Gender** |  |  |
| **Female** | 136 | 81.153846 |
| **Male** | 633 | 17.435897 |
| **Other / Non-Disclosed** | 11 | 1.410256 |

Purchasing Analysis (Gender)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | **Average Purchase Price** | **Normalized Total** | **Purchase Count** | **Total Purchase Value** | | --- | --- | --- | --- | | **Gender** |  |  |  |  | | **Female** | 2.815515 | 2.815515 | 136 | 382.91 | | **Male** | 2.950521 | 2.950521 | 633 | 1867.68 | | **Other / Non-Disclosed** | 3.249091 | 3.249091 | 11 | 35.74 | |  |  |  |

**### Age Demographics**

| **Normalized Total** | **Player Total** | **Player percentage** | **Total Purchase Value** |
| --- | --- | --- | --- |
| **10-14** | NaN | 35.0 | NaN | NaN |
| **14-19** | NaN | 133.0 | NaN | NaN |
| **19-24** | NaN | 336.0 | NaN | NaN |
| **25-29** | NaN | 125.0 | NaN | NaN |
| **30-34** | NaN | 64.0 | NaN | NaN |
| **35-39** | NaN | 42.0 | NaN | NaN |
| **40 and above** | NaN | 17.0 | NaN | NaN |
| **Female** | NaN | NaN | NaN | 382.91 |
| **Less than 10** | NaN | 28.0 | NaN | NaN |
| **Male** | NaN | NaN | NaN | 1867.68 |
| **Other / Non-Disclosed** | NaN | NaN | NaN | 35.74 |

**Top Spenders**

| **Average Purchase Price** | **Purchase Count** | **Total\_Purchases** |
| --- | --- | --- |
| **SN** |  |  |  |
| **Adairialis76** | 2.460000 | 1 | 17.06 |
| **Aduephos78** | 2.233333 | 3 | 13.56 |
| **Aeduera68** | 1.933333 | 3 | 12.74 |
| **Aela49** | 2.460000 | 1 | 12.73 |
| **Aela59** | 1.270000 | 1 | 11.58 |

**Most Popular Items**

|  | **Price** |
| --- | --- |
| **Item ID** |  |
| **34** | 37.26 |
| **115** | 29.75 |
| **32** | 29.70 |
| **103** | 29.22 |
| **107** | 28.88 |

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