

- After comparing the purchasing data by age and gender, it's clear the majority of players are male (84.03%) between the ages of 20-24.

			Percentage	Total Players	
			Age Ranges		
			<10	2.95%	17
			10-14	3.82%	22
			15-19	18.58%	107
			20-24	44.79%	258
			25-29	13.37%	77
			30-34	9.03%	52
			35-39	5.38%	31
			40+	2.08%	12
			Percentage	Total Count	
Female			14.06%	81	
Male			84.03%	484	
Other / Non-Disclosed			1.91%	11	

- Male players have higher number of purchases, while female players and players who have not disclosed their gender spend more on each purchase. Female players and non-disclosed players have a higher average purchase than that of all players. Gaining more players that are female and non-disclosed will boost sales.

	Purchase Count	Avg Purchase Price	Avg Purchase Total
Gender			
Female	113	\$3.20	\$4.47
Male	652	\$3.02	\$4.07
Other / Non-Disclosed	15	\$3.35	\$4.56

Total Unique Items	Average Price	Total Purchases	Total Revenue
179	\$3.05	780	\$2,379.77

- Three of the most popular items to purchase are also 3 of the most profitable items. Players are more likely to purchase items with greater value.

Most Popular Items:

Item ID	Item Name	Purchase Count	Avg Item Price	Total Purchase Value
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

Most Profitable Items:

Item ID	Item Name	Purchase Count	Avg Item Price	Total Purchase Value
92	Final Critic	13	\$4.61	59.99
178	Oathbreaker, Last Hope of the Breaking Storm	12	\$4.23	50.76
82	Nirvana	9	\$4.90	44.10
145	Fiery Glass Crusader	9	\$4.58	41.22
103	Singed Scalpel	8	\$4.35	34.80