

- 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%         |
|  | 10-14      | 3.82%         |
|  | 15-19      | 18.58%        |
|  | 20-24      | 44.79%        |
|  | 25-29      | 13.37%        |
|  | 30-34      | 9.03%         |
|  | 35-39      | 5.38%         |
|  | 40+        | 2.08%         |

  

|                       | Percentage | Total Count |
|-----------------------|------------|-------------|
|                       | Female     | Male        |
| 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:

|         | Purchase Count                               | Avg Item Price | Total Purchase Value |
|---------|--|----------------|----------------------|
| Item ID | Item Name                                    |                |                      |
| 92      | Final Critic                                 | 13             | \$4.61               |
| 178     | Oathbreaker, Last Hope of the Breaking Storm | 12             | \$4.23               |
| 145     | Fiery Glass Crusader                         | 9              | \$4.58               |
| 132     | Persuasion                                   | 9              | \$3.22               |
| 108     | Extraction, Quickblade Of Trembling Hands    | 9              | \$3.53               |

### Most Profitable Items:

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