Trends and Observations

1. Game players are overwhelmingly male. We should attempt to attract more female players—there’s an untapped market. But we’d need to attract female players without losing male players (or at least losing fewer male players than female players gained.)
2. Fewer than 7% of players make more than one purchase, suggesting that players aren’t seeing gameplay value in their purchases. Make items more useful in gameplay.
3. Some of the most popular items are not also the most profitable items. Consider raising the price, for instance, of *Extraction, Quickblade of Trembling Hands* and *Pursuit, Cudgel of Necromancy*.
4. 19% of items are have only been purchased once or twice. Consider replacing some of these poor-performing items with new items.