

Instructions: You must include a written description of three observable trends based on the data.

- (fig.a/b) Men make up a majority of the user base, but don't spend any more per purchase than the other two categories.

	# of Players	% of Players
Gender		
Male	484	84.0%
Female	81	14.1%
Other / Non-Disclosed	11	1.9%

(fig.a)

	Purchase Count	Average Purchase Price	Total Purchase Value	Normalized Totals
Gender				
Female	113	\$3.20	\$361.94	\$3.20
Male	652	\$3.02	\$1,967.64	\$3.02
Other / Non-Disclosed	15	\$3.35	\$50.19	\$3.35

(fig.b)

- (fig.c) Age groups 15-19 and 20-24 are purchasing the most often and at the highest Average Purchase price. Their combined Total Purchase Values make up 64% of the Total Revenue.

	Purchase Count	Average Purchase Price	Total Purchase Value	Normalized Totals
Age Buckets				
10-14	28	\$2.96	\$82.78	\$2.96
15-19	136	\$3.04	\$412.89	\$3.04
20-24	365	\$3.05	\$1,114.06	\$3.05
25-29	101	\$2.90	\$293.00	\$2.90
30-34	73	\$2.93	\$214.00	\$2.93
35-39	41	\$3.60	\$147.67	\$3.60
40+	13	\$2.94	\$38.24	\$2.94
<10	23	\$3.35	\$77.13	\$3.35

(fig.c)

- (fig.d/e) Three of the most popular items listed in fig.d are in the top 5 most popular list (fig.e). The company may want to consider upping the prices of the other most popular items to possibly increase revenues.

	Item Name	Purchase Count	Item Price	Total Purchase Value
Item ID				
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
92	Final Critic	8	\$4.88	\$39.04
103	Singed Scalpel	8	\$4.35	\$34.80

(fig.d)

	Item Name	Purchase Count	Item Price	Total Purchase Value
Item ID				
178	Oathbreaker, Last Hope of the Breaking Storm	12	\$4.23	\$50.76
145	Fiery Glass Crusader	9	\$4.58	\$41.22
108	Extraction, Quickblade Of Trembling Hands	9	\$3.53	\$31.77
82	Nirvana	9	\$4.90	\$44.10
19	Pursuit, Cudgel of Necromancy	8	\$1.02	\$8.16

(fig.e)