Observations:

## Purchasing analysis (Gender) & Gender demographics

* Overwhelming number of players (~84%) are male, while female players are only ~14%. Looking at the average spent, we see Females’ average purchase / person (4.47$) is almost 10% higher than Male (average spent is 4.07$).
  + More women friendly games will get us more revenue

## Purchasing analysis age

* Dividing the player’s data on age bins, we observed what is the average spent in each age bin. As expected (since age 20-24 are the largest bin), revenue from age 20-24 are the highest. However, when we look at the highest spent / person, age 35-39 (avg. spent 3.6$) & age <10 (spent 3.35$) shows the most potential for revenue growth.
  + If we include more games appealing to these age bins, there is scope for extra revenue

## Most profitable items

* Analyzing the selling price & revenue earned from top selling games, we concluded that the most profitable game (Final Critic) in fact does not have the highest item price (which is “Nirvana”, value 4.90$). We should look at raising item price for “Final critic” to earn more revenue