Trends observed in the data

1. Age group between 20- and 24-years old spending represents nearly half of the players. They are by far the most profitable segment of all age groups averaging $4.32 in Total Purchase Per Person and bringing in $1,114.06 in Total Purchase Value. Optimizing this age group spending is business decision that could potentially drive revenue streams in the more upward direction.
2. 40+ age group have less interest in gaming as evidenced by their number of purchases. This age group’ average spending is only $2.94 with a total purchase value of $38.24 –the lowest on the purchase value scale. This age group may not be the best profitable and loyal segment of the market to go after.
3. Another important trend in the data is that *Age* and *Spending* are inversely proportional. As players get older, they spend less.