1. ***Gender Analysis*** - Based on the data provided, other/non-disclosed and females actually spend more on average in both average spending and also per person spend then males.

Graphical user interface, text, application, website

Description automatically generatedThis is surprising, given the stereotype that males play more videogames than females.

1. ***Purchasing Analysis (Age)*** - Based on the data provided, players aged 35-39 had the highest average spend per player. Surprisingly, children less than 10 had the second highest spend person. One has to question why their parents allow them to buy items within an online game (or that they are playing an online game at all…?).

***A screenshot of a computer

Description automatically generated with low confidence***

1. ***Purchasing Analysis*** – of the 576 persons in game who purchased items, only 28% (162) people purchased multiple items. This could be growth market – perhaps run an in game sale, to increase sales.

A screenshot of a computer

Description automatically generated with medium confidence