Trend 1: The majority of players are male by a wide percentage and the majority of profits when comparing genders comes from male players. However, the average purchase price when comparing genders is not far off. $2.82 for females compared to $2.95 for males. So future games geared towards a female audience may still provide fruitful returns.

Tend 2: Majority of the players are aged from 20-24 with very large significance of 45.20% who also purchase on average the second highest amount of $2.91. The largest average purchase amount belongs to the 30-34 age ranges of $3.08. However, with that age range only accounting for 8.20% or a total of 64 purchases vs. the 20-24 age range with 336 purchases and a 45.20%. It would seem obvious that the focus age range currently is 20-24. So, the need to develop games that appeal to that age range would returns larger profits currently.

Tend 3: The top 5 most popular games are not the top 5 most profitable. The least profitable game on the top 5 profitable list has an item price of $3.61 and a total purchase value of $28.88 compared to the most popular list with the highest profits of an item price of $2.35 and total purchase value of $25.85. More profits can be gained by either finding ways to make the most profitable games more popular or to find ways to increase revenues and profits with the most popular games.