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October 13, 2018

Data Analysis BC

PANDAS

1. The first noticeable trend in the data falls within the gender composition of those who play. The demographics consist mainly of male players at 84%. Their female counterparts make up the latter 14% with only 2% claiming other or choosing not to answer.
2. One interesting trend that may alter interpretation of the data is the value of purchases made by female gamers. Since there are so few of them the value of their purchases weighs more on the outcome. Male gamers have an average purchase price output of $3.02 while female players have a purchasing value of $3.20.
3. Another key trend that game developers might find useful is the age demographic for where their players fall. The largest majority of the players fall between the ages of 20-24 with second place falling behind a full 151 players in the 15-19 bracket. This data could help developers focus on a target audience and how to specifically cater to their needs.