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House Of Pymoli
Written Description

The first observation I noticed is that the that 84% of player identify as males but women have a higher average spend. This shows that women are more likely to spend more on in-app purchases.

The second observation, the game is most popular with people between the ages of 20-24, they make up about 45% of the total players. They also make up about 45% of the total sales. It would be helpful to add a column with a percentage to have a quick view how much each age group contributes to the total.

The third observation, some of the most popular items are also the most profitable items. This makes sense because the most popular items would drive the total revenue. This can help make marketing decisions. They could continue with what they are doing or they could shift efforts to encourage purchases of the higher ticket items.