1. The vast majority of players are between the age of 20 and 24, 45% to be exact. For reference the next closest is 15-19 at just under 19%. This leads to the largest revenue stream coming from this bin as well. When you divide the total amount of money players age 20-24 by the total revenue it equates to 47% of the game’s revenue coming from these players.
2. Not surprisingly, 84% of the game’s players are Male. However, players not classified as male provide a decently significant higher (relative to price amount) purchase total per person. Males spend $4.07 on average total per person while females and non-disclosed spend $4.47 and $4.56, respectively. It would be in the best interest of the games revenue to tap into non-males and place a higher marketing premium on recruiting females.
3. It was a bit surprising, to me at least, that the game didn’t really have an overwhelmingly popular item. “Oathbreaker, Last Hope of the Breaking Storm” led both total purchase value and purchase count but only by $6 and 3, respectively. Between 576 unique players and 183 unique items being offered I would of expected the highest item to sell more than 12 times especially considering the price points we are talking. Putting myself in the game developers shoes I would seriously consider developing an signature item player’s find extremely valuable while keeping in mind to not make it overpowering.