Your final report should include each of the following:

**Player Count**

\* Total Number of Players



**Purchasing Analysis (Total)**

\* Number of Unique Items

\* Average Purchase Price

\* Total Number of Purchases

\* Total Revenue



**Gender Demographics**

\* Percentage and Count of Male Players

\* Percentage and Count of Female Players

\* Percentage and Count of Other / Non-Disclosed

Table

Description automatically generated

**Purchasing Analysis (Gender)**

\* The below each broken by gender

\* Purchase Count

\* Average Purchase Price

\* Total Purchase Value

\* Average Purchase Total per Person by Gender

Table

Description automatically generated

**Age Demographics**

\* The below each broken into bins of 4 years (i.e. <10, 10-14, 15-19, etc.)

\* Purchase Count

\* Average Purchase Price

\* Total Purchase Value

\* Average Purchase Total per Person by Age Group

Table

Description automatically generated

**Top Spenders**

\* Identify the top 5 spenders in the game by total purchase value, then list (in a table):

\* SN

\* Purchase Count

\* Average Purchase Price

\* Total Purchase Value

Table

Description automatically generated

**Most Popular Items**

\* Identify the 5 most popular items by purchase count, then list (in a table):

\* Item ID

\* Item Name

\* Purchase Count

\* Item Price

\* Total Purchase Value

Table

Description automatically generated

**Most Profitable Items**

\* Identify the 5 most profitable items by total purchase value, then list (in a table):

\* Item ID

\* Item Name

\* Purchase Count

\* Item Price

\* Total Purchase Value

Table

Description automatically generated

You must include a written description of three observable trends based on the data.

1. Males have the highest percentage of players at 84.03%
2. The highest percentage of players are aged 20-24 years of age at 44.79%
3. The most popular and most profitable item is “Final Critic.”