1. Our game should target more teens and young adults. The 20-24 age bracket makes up a plurality of players **and** purchases and is the most important revenue stream for us, spending over $1,000.
2. It would be a good idea to target ads toward women. Women spend $0.18 per purchase more, on average, than men do in our game. However, male players outnumber female players 484-81.
3. More powerful items should be added to our game. The most powerful items (i.e. the most expensive items, on average) are bought with more frequency than lower-priced items. This means that price is not a major factor in players’ decisions to buy an item in our game.