

Conclusion / Observations:

1. There are 576 total players in which 84% of them are male and 14% female. Approximately 2% did not disclose their gender. When looking at purchase information the total purchase values for males is approximately 5.4 times that of females, however, the average purchase by a female customer (\$4.47) is 10% higher than the average male customer (\$4.07).
2. The peak demographic group is between 20 - 24 years old and accounts for 44.8% of the total players. The second age group includes those between 15 - 19 years old at 18.6% and 25 - 29 year old's being third at 13.4%. In total 76.8% of the players are between 15 - 29 years old.
3. Look at purchase analysis / trends, the higher spend per customer tend to be at either end of the age demographics with players between 35 - 39 years old having the highest spend at \$4.76 per customer followed by customers less than 10 years old spending \$4.54 per player. However, the vast majority of total dollar sales comes from the players between 15 - 29 years old. Looking into the details, players between 20 - 24 account for 46.8% of the total revenue, players between 15 - 19 years old account for 17.3% of the total revenue, and 25 - 29 year old's account for 12.3% of the total revenue.
4. Most popular item was "Final Critic" with 13 purchases and a total income of \$59.99, followed by "Oathbreaker, Last Hope of the Breaking Storm" with 12 purchases and a revenue of \$50.76. Considering that there were 780 total purchases, it can be concluded that each player prefers different items since there is no one dominant item.
5. The top spender spends almost \$19 total dollars versus the average total purchase being \$4 per player. The Top 5 spenders represent 3% of the total revenue (~\$2379).