Data Trends

Based on the analysis, there is a much larger percentage of males than females who made purchases on the game. This can either mean that males make much more purchases than females (652 to 113), or that males comprise a much larger proportion of the participants on this game, thus the numbers are skewed towards men regardless of purchasing power. Although males have more overall purchases than females, their average purchase amount is lower, $3.02 versus $3.20 per purchase. This can either infer that males are less willing to spend money on in game purchases, or that they prefer items within the game that happened to be less expensive, which would trend their average per purchase price lower than females.

The two largest age demographics within the group is the 15-19 year age group and the 20-24 year age group. The 15-19 year age group comprised 26.04% of the game users and the 20-24 year age group comprised 40.28% of the game users. This suggests that the game is most popular for a younger age demographic, in particular the early 20’s age demographic.

The most popular and most profitable item purchased is the Oathbreaker, Last Hope of the Breaking Storm. That is because the purchase count is the highest at 12 and the price is higher than average at $4.23.