Observable Trends

**Total Purchase Value**

Males contribute the greatest amount to the Total Revenue, with $1967.64. This is understandable given that males also make up 84.03% of the players. In terms of age groups, the players between 20 and 24 years of age have the greatest Total Purchase Value, at $1114.06. This age group also accounts for 44.79% of players.

**Average Purchase Price**

Average Purchase Price tells a different story, as despite identifying that males spend the largest total amount on the game it also equally important to understand the Average Purchase Price and Average Spend per Person. Females appear to spend more than males in terms of Average Purchase Price ($3.20) and Average Total Purchase per Person ($4.47). With males comparably having an Average Purchase Price of $3.02, and an Average Total Purchase per Person of $4.07. Interestingly, Other/Non-Disclosed are on average spending the most amount of money per purchase and per person. Displaying results of $3.35 and $4.56, respectively.

When considering age groups, we can see that the 35-39-year-olds have both the highest Average Purchase Price ($3.60) and the highest Average Total Purchase per Person ($4.76).

**Items**

Finally, we must consider the Most Popular and Most Profitable products being sold. Both the Most Popular and the Most Profitable product is ‘Final Critic’ which has a Purchase Count of 13 and a Total Purchase Value of $59.99.