1. Attracting more female players would be a financial boost. Female players generate more revenue from in-game purchases than male players, on average. Females spend 40 cents more than males on total in game purchases, on average. (Females spend $4.47 per person on average and males spend $4.07.)
2. Other groups also show potential for revenue gains. Players in the 35-39 age range make up about ~5.4% of players. They spend the most on total in game purchases of any age band. They spend $4.76 on average per person for total purchases or ~63 cents more than the average player. Younger players who represent about 3% of players spend almost as much on in game purchases, $4.54 on average per person for total purchases or ~ 41 cents more than the average player.
3. In-game purchases may have a lot of revenue potential. Most players who purchase in-game items buy few items. (97% purchase 2 or less items.) The top spenders buy less than $19 in total purchases. Look at promoting a few high performing items that stand out as both most popular and most profitable. They include:

|  |  |  |  |
| --- | --- | --- | --- |
| Item ID | Item Name | Popularity | Total Purchase Value |
| 178 | Oathbreaker, Last Hope of the Breaking Storm | #1  (12 purchases) | #1 ($50.76) |
| 82 | Nirvana | #2 (3 way tie)  (9 purchases) | #2 ($44.10) |