

Conclusions of Data Analysis:

1. Male players are the most prevalent of the percentage of players, commanding a 84.03% presence of most players. Females, being one of the smaller groups, tipped the scale at 14.03%.
2. Females, however, spend more but they bought less. They spend on average of \$3.20 but only had a count of 113 items purchased. Males, spent less per item but bought much more. They spent on average \$3.02 but bought 652 items. Again, males topping the list of buying more items than females.
3. The most predominant age group is the 20–24-year-old. It stands to reason because it is presumed at that age group, they have jobs but no great responsibilities, which gives them a bit more of disposable income to purchase more of their games.
4. In all, young males between the ages of 20-24 lead just about every category because they have money and a great deal of time. Therefore, they are or should be the targeted audience for any new games or improving sales on a game.