\* You must include a written description of three observable trends based on the data.

1. Based on Purchase Analysis by Age:

The heart of the game monetization is 20-24 year old players. With their total purchase value at ~$1100 dollars, they driving monetization for the game overall. It’s noteworthy that the revenue is a function of their player numbers (258 uniques) more than their spend per person ($4.32 is high but less then the spend per 35-39 players)

Opportunities to improve monetization should consider the other player age demographics with higher volume of players as there is no multiple of spending for other age groups. There is much higher ability to attract and monetize other age groups, then we have data suggesting “whale” spending other age groups.

1. From Top Spenders Analysis:

This game is more demographic in it’s spend than whale driven. With the top 5 spenders have total spending totals ranging from $19 to $13 and a gradual decay down through population – this game is NOT creating “whale” spenders. Given comparison to other games, it should be evaluated if this is a direction the company wants to explore, potentially impacting game mechanics, the item for sale, or new categories of monetization.

1. From Most Popular Item and Most Profitable Item (I am defining profit as highest revenue)

There is are several items with similar volume and pricing that sell popularly. The Item pricing race is only from $1 to $4.99. It could potentially be lucrative to have a broader range of price options presented to players to allow spending demand to reveal itself. Options could include bundling items together, higher pricing at item introduction, … As the several of the most popular items for quantity sold are higher priced, there should be freedom to explore pricing as a dimension to increase revenues.