Based on the analysis of the data the following were observed:

1. 84% of the players were male but, the females and the Non-disclosed spend more per purchase. “marketing’ maybe directed on increasing female gamers and encourage more participations.

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1. Almost half (44.79% )of the players are in the age range of 20-24 years old followed by the 15-19 years old. These are typical age groups of online gamers, who are either in their late high school years and or in college.

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1. The Age group 35-39 spends the most on their purchases, per purchase and per person. It is also interesting to see that the 10 years below is next on how much they spend. Strategies should be explored on these group could be encouraged to encourage to purchase more in the platform. Or work on increasing the participation of this demographic.

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By:

Sherwin Macalintal