observable trends

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Base on the data that we made, we can make some assumptions of the overall game environment.

1. Because in the gender section the number of male is way more than female in this data set, so we can assume that male players are more than female players, or male players have more intension on trading.
2. Although male players are the majority, but the purchase price average is the lowest, which shows that either the male players have less purchase power than others, or they are more willing to buy cheaper items.
3. In age analysis, we can see that most the player are 15-30, which means that players are all teens or young adults. And interestingly the highest purchase per person is age 35-40 and less than 10, so either the people that can effort to pay and will to pay spend the most in these age areas.
4. We can see the highest money spend player cost 18.96$, so the highest value the game can get from a player in this period is around 15$.
5. Base on the most popular item “Oathbreaker, Last Hope of the Breaking Storm”, this is probably the best or one of the best item that player wants.