Observational Trends

1. Though there are more male players than female players, female players have a higher average purchase price and overall average purchase per person than males. This could show that females purchase items that are relatively higher in value. However males have a significant high average of purchase value at $1,967.64. This could be due the amount of male players in the game.
2. Based off age demographics over 33% of the players are between the age of 20-24 years old. Behind that percentage is 15-19 year old players at 19%. These are prime teenage years when players are old enough to purchase their own items without parental consent. This could determine the availability of certain items depending on who purchases them. If players from the 20-24 age range consistently purchase certain items then that can determine product/demand.
3. I noticed the higher the purchase count of an item, the higher the total purchase value. So going based off the data they can possibly increase the item prices to match the demand. “Nirvana” came in 3rd with purchase count but has the highest item price in “Most profitable items” while “Final Critic” has 13 purchase counts but has a lower price.