The biggest noticeable trend from the video game data is, unsurprisingly, the fact about 84% of the players are males. This leads the company to one of two conclusions for the company: one, they should market strongly towards males to make their marketing budget more efficient, or they should develop a marketing campaign to appeal more towards the female demographic. Video games in general do appeal more to males, but there is a sizable female demographic that do play video games and may provide a great base to future video game developments.

A second data trend that I found interesting for marketing purposes was the average amount each individual spends when purchasing items from the in-game store. The group with the highest are those under the age of 10, followed by those age 30 or above. This is interesting since 10 year olds obviously are not making their own money to use on video game purchases. However, it may be valuable to the company to pursue a strategy that targets younger gamers. The main demographic for this game is the 20-24 year olds, but their spending seems to be about 30 cents less than the under 10 year old crowd.

The third trend I found in the data would be from the computation of most profitable items. There is a clear winner in this case, ‘Oathbreaker, Last Hope of the Breaking Storm’, however it is not far and away the best or most popular item. The reason I bring this up is not as much for the revenue it is generating with its sales, but to point out the developers seemed to have done a good job on the game. They didn’t create an item from the in-game store that was too powerful, which would have dominated the purchases. The sample size of the gamers suggests this is a fairly small scale game, meaning the competitiveness of the game itself is going to be of utmost importance when looking at future revenue. This also allows the developers to release more add-ons in the future that would be more powerful than the current ones if the business model were to call for it.