**Observations:**

|  | **Purchase Count** | **Average Purchase Price** | **Total Purchase Value** | **Avg Total Purchase per Person** |
| --- | --- | --- | --- | --- |
| **Gender** |  |  |  |  |
| **Male** | 652 | $3.02 | $1,967.64 | $4.07 |
| **Female** | 113 | $3.20 | $361.94 | $4.47 |
| **Other / Non-Disclosed** | 15 | $3.35 | $50.19 | $4.56 |

1. When initially analyzing this data, the primary observation that immediately becomes evident is how males predominantly enjoy spending time playing this game.

|  | **Total Count** | **Percentage of Players** |
| --- | --- | --- |
| **Age Group** |  |  |
| **<10** | 17 | 2.95 |
| **10-14** | 22 | 3.82 |
| **15-19** | 107 | 18.58 |
| **20-24** | 258 | 44.79 |
| **25-29** | 77 | 13.37 |
| **30-34** | 52 | 9.03 |
| **35-39** | 31 | 5.38 |
| **40+** | 12 | 2.08 |

1. A secondary observation that is important to note is how the primary age demographic for this particular game is primarily with individuals between the ages of 20-24. It’s also not surprising to see how individuals within the specific age groups immediately above and below that particular range also make up a majority of the overall player base.

|  |  | **Purchase Count** | **Item Price** | **Total Purchase Value** |
| --- | --- | --- | --- | --- |
| **Item ID** | **Item Name** |  |  |  |
| **178** | **Oathbreaker, Last Hope of the Breaking Storm** | 12 | $4.23 | $50.76 |
| **82** | **Nirvana** | 9 | $4.90 | $44.10 |
| **145** | **Fiery Glass Crusader** | 9 | $4.58 | $41.22 |
| **92** | **Final Critic** | 8 | $4.88 | $39.04 |
| **103** | **Singed Scalpel** | 8 | $4.35 | $34.80 |

1. Another interesting observation to conclude from this particular game is how few additional purchases were made despite the larger player base in comparison. The chart above shows the assumed most powerful weapons to possess; however, the overall count for those items is drastically smaller than the overall player base. Overall, it further indicates how this game was likely a failure from a cost/benefit perspective given potential server costs to actually run the game itself online.