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**Trends and Findings**

**Please review all three pages and visualizations**

Trend 1: Gender as a driver to Gamer Demographic

The predominate player consist of males with the overall make up being a ratio of M:F, 6:1.

Trend 2: Trend 3: Age Range - 15-19, 20,24 and 25-29 age demographics correlation to purchase count and value.

The Age Ranges 15-19, 20-24, and 25-29 make up 77% of the purchases and 76% of the purchase value. The predominate marketing budget should be targeting this age range to draw new customers and to continue the purchases new games should be made targeting these age demographics. Secondary age range to target would be 30-34 as it has 9% of the purchase count and value.

Trend 3: Age Range User Counts - 15-19, 20,24 and 25-29 age demographics correlation to purchase count and value.

Strong Correlation between Age Range of Gamers just as there is to purchase counts and purchase value percentages. Revenue would increase if market share can be gained in the 15-19, 20,24 and 25-29 age demographics.