

Three Observations from the Data

Observation #1:

If the purchase count by age range was graphed, it would show a increase in purchases with a peak in the 20's, but then the purchase count decreases as players get older. This may just be because as people get older, they're less likely to play video games overall, therefore less likely to purchase anything from a video game.

Observation #2:

Even though the percentage of male players is significantly higher than females, it is shown that they make a pretty similar average purchase price, while male players make higher total purchases.

Observation #3:

The data seems to be highly concentrated in the 20's age group- them being the ones to make the largest purchases and make up the majority of the players. This is most likely the target demographic for most video game companies, so it makes sense that they contribute to a large portion of their sales and players.