See below brief highlights of analytics done on gaming company:

1. The analytics show ~30% of players purchase more than one item in the game, while this may not be a major information on its own when compared with the industry average for similar games Management will be able to determine measures needed to create more engaging contents for gamers.
2. There are more males than females that play the game. However, females spend on average $4.47 compared to the males at $4.07. The company has an opportunity to continue to engage its female gamers as they are more likely to pay more per person than the average male.
3. The most engaged age demographics are the age group between 20-24, with about 45% of total age demographics. This demographic also is one of the highest in average payment per user at $4.32. Of note is age group younger than 10 years with a $4.54 average spend per users in that demographics. This is an indicator that the game is family friendly and parents are encouraged to buy items for kids on the platform. I recommend we continue to ensure our games are family friendly and look for ways to engage parents and kids to cater for this demography.
4. Other information to further analyze will be to confirm how many players play the game. Company can get further insight on how to engage gamers to pay for contents.