Behavioral Analysis

Max_Purchase_Age	Max_Purchase_Value
Young Adult	95,825.37

Max_Avg_Sess_Genre	Max_Avg_Sess
MOBA	21.19

Top_Whale_Continent	Max_Whale_Count
Asia	32

Max_sess_age	Max_sess_count	Correlation_Session_Purchase_AgeGroup
Young Adult	10471	0.95

Max_Retention_Segment	Max_Segment_Frequency
Minnow	Minnow

Spending Analysis

Top_Spending_Gender	Max_Gender_Revenue
Male	194,380.93

TopSegmentByAvgSpend	AvgSpendPerPlayer
Whale	105.74

Top_Revenue_Genre	Max_genre_revenue
Racing	28,195.30

Top_Revenue_Continent	Max_continent_revenue
Asia	138,648.85

Correlation_Session_Revenue
0.95

Behavioral Analysis based on Mobile Game In-app Purchases

| Game Genre with Highest Average Session Length	Age Group with Maximum Purchase	Continent with Highest Whale Count	Segment With Maximum Retention	Correlation Between Session Count And Purchase
MOBA	**Young Adult**	**Asia**	**Minnow**	**0.95**
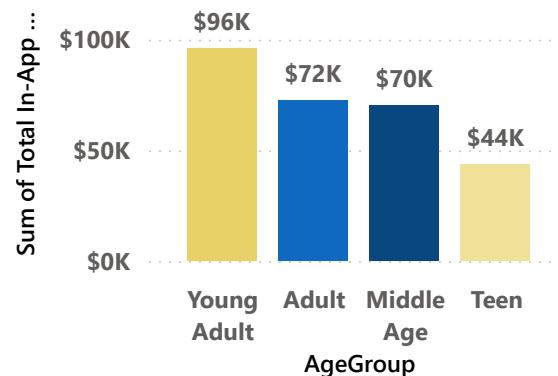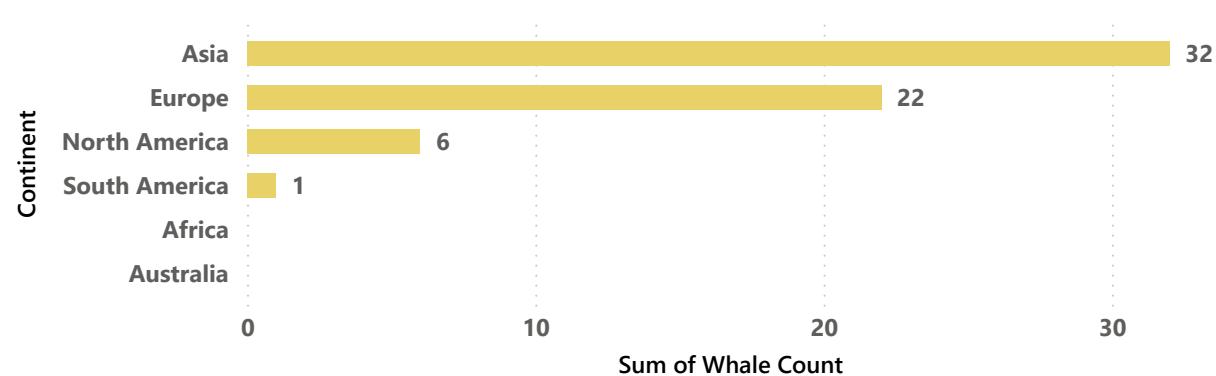
Total In-App Purchase by AgeGroup

Sum of Total In-App ...

- $100K
- $50K
- $0K

Young Adult: $96K
Adult: $72K
Middle Age: $70K
Teen: $44K

AgeGroup

Continent Whale Count

Continent	Sum of Whale Count
Asia	32
Europe	22
North America	6
South America	1
Africa	
Australia	

Sum of Whale Count: 0, 10, 20, 30
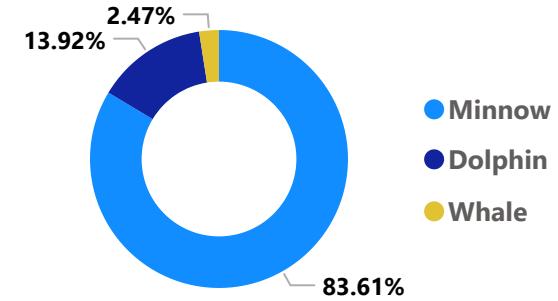
Spending Segments

1) **Minnows** -> *Little to No Spending Individuals*
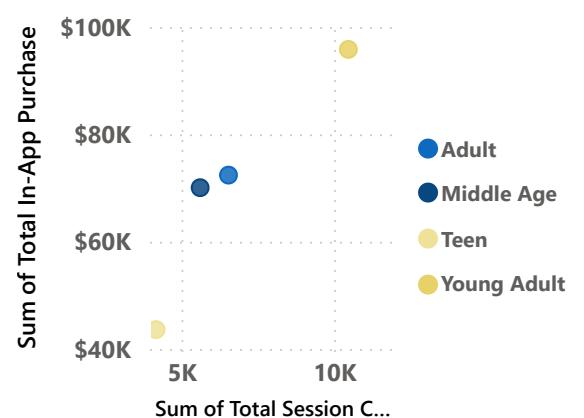
2) **Dolphins** -> *Medium Spending Individuals*

3) **Whales** -> *High Spending Individuals*
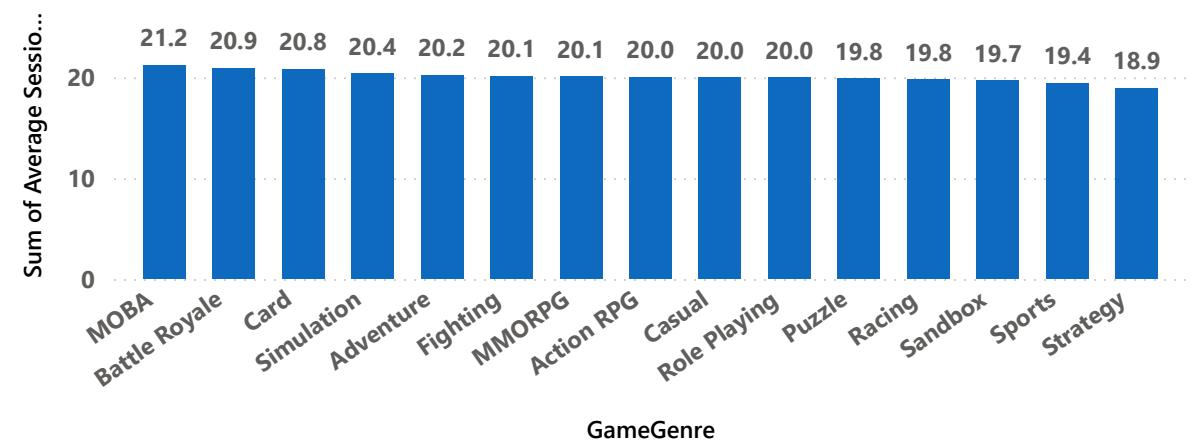
Segemt with Highest Player Retention based on Session Count

- 2.47%
- 13.92%
- 83.61%

Legend:
- Minnow
- Dolphin
- Whale

In-App Purchase vs. Session Count by Age Group

Sum of Total In-App Purchase

- $100K
- $80K
- $60K
- $40K

Sum of Total Session C...: 5K, 10K

Legend:
- Adult
- Middle Age
- Teen
- Young Adult

Average Session Length in Games

Sum of Average Sessio...

- 20
- 10
- 0

GameGenre	Value
MOBA	21.2
Battle Royale	20.9
Card	20.8
Simulation	20.4
Adventure	20.2
Fighting	20.1
MMORPG	20.1
Action RPG	20.0
Casual	20.0
Role Playing	20.0
Puzzle	19.8
Racing	19.8
Sandbox	19.7
Sports	19.4
Strategy	18.9

Spending Analysis based on Mobile Game In-App Purchases

| Continent with Highest Revenue	Segment with Highest Average Spending	Correlation between Session Length and Purchase	Top Spending Gender	Game Genre with Highest Revenue Generation
Asia	**Whale**	**0.95**	**Male**	**Racing**
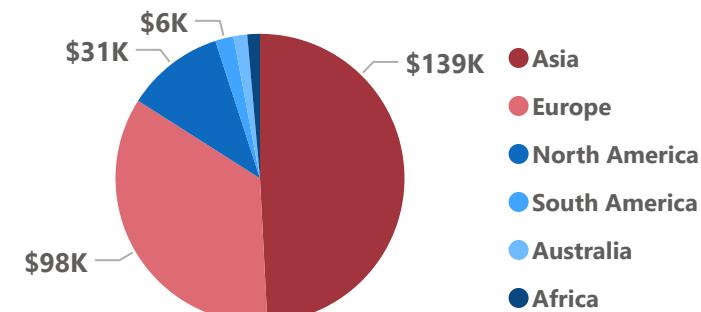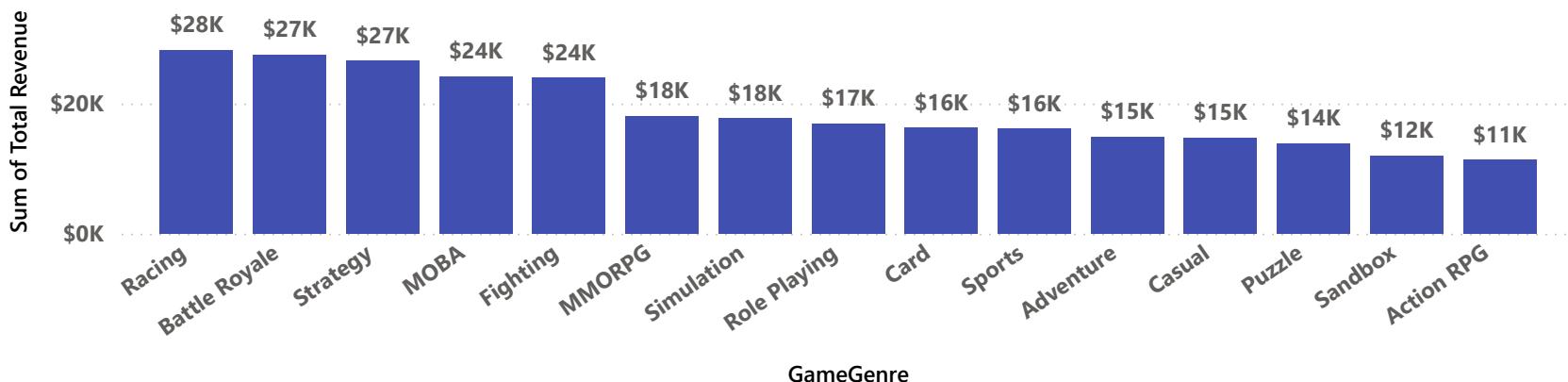
Revenue by Continent

- $139K — Asia
- $98K — Europe
- $31K — North America
- $6K — South America
- Australia
- Africa

Legend:
- Asia
- Europe
- North America
- South America
- Australia
- Africa
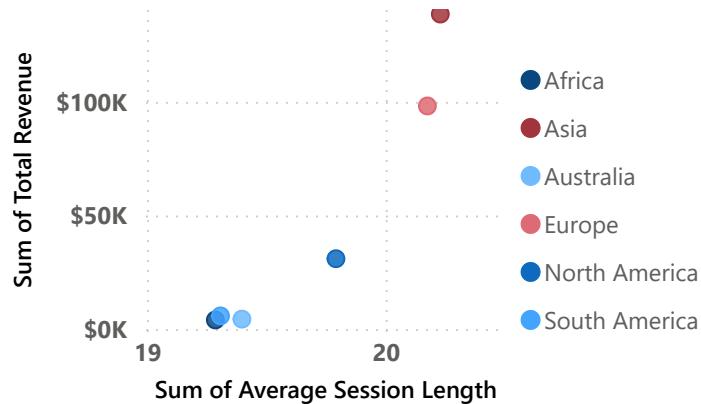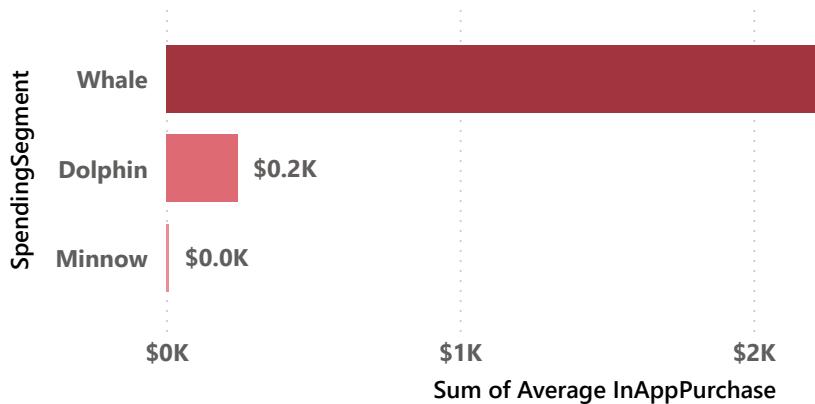
Total Revenue by Game Genre

GameGenre	Sum of Total Revenue
Racing	$28K
Battle Royale	$27K
Strategy	$27K
MOBA	$24K
Fighting	$24K
MMORPG	$18K
Simulation	$18K
Role Playing	$17K
Card	$16K
Sports	$16K
Adventure	$15K
Casual	$15K
Puzzle	$14K
Sandbox	$12K
Action RPG	$11K

Purchase vs. Session Length by Continent

Legend:
- Africa
- Asia
- Australia
- Europe
- North America
- South America

X-axis: Sum of Average Session Length (19, 20)
Y-axis: Sum of Total Revenue ($0K, $50K, $100K)

Average InAppPurchase of Spending Segments

SpendingSegment	Sum of Average InAppPurchase
Whale	$2.8K
Dolphin	$0.2K
Minnow	$0.0K

Revenue Generated by Genders

Gender	Sum of Revenue
Male	$194K
Female	$86K
Other	$2K