One observable trend that I see is that there are significantly more male users than female and other, 84.03% compared to 14.06% and 1.91%, respectively. The greater amount of users has resulted in a greater purchase value than the other two groups combined, $1,967.64 for male, $361.94 for female, and $50.19 for other. While the totals are hire, mostly due to the greater amount of users, males actually have the lowest average purchase per user, $4.07, compared to female and other, $4.47 and $4.56, respectively. I think there is an opportunity here to cater marketing and campaigns more towards women to not only help grow the player base, but also bring in more profitable users for the company. While other has the highest average per purchase, 15 users are currently too small of a sample sized but it is worth keeping track of as the amount of users grow.

A second observable trend I see is that our target age demographics seems to be 15-19 and 20-24, with 107 and 258 users, respectively. These users also have the third and fourth average purchase price. Going forward it will be fruitful for the company to continue to market towards these demographics. Something worth noting would be retention after users come out of those demographics. From age groups 25-29, 30-34, 35-39, and 40+ we see steady declines of the amount of users. For the longevity of the game, it will be beneficial to find ways to retain our current players as they grow older. Two of the highest average total purchase per person are within the age groups 30-34 and 35-39, so the game can see an increase in profits based off the increase in users in those demographics. These demographics spending more makes sense since they are further along in their careers and have more purchasing power, but I see the age group <10 being more of an outlier in this situation since they are mostly relying on their parent’s income and that will not be sustainable for the game.

A third observable trend I see is that the price of the items we have for purchase doesn’t necessarily dictate the user’s willingness to buy. Some of our most purchased items are in the upper price range compared to the rest of our items. From this I can see that our users are willing to pay for items they deem more valuable and not necessarily items that are more affordable. For example, our most popular item, Final Critic, was purchased 13 times with a price point of $4.61 while our cheapest item, Whistling Mithril Warblade, was only purchased twice despite the $1.00 price point. While we shouldn’t be abusing the points we set our prices at, for future items we sell we should consider the value those items bring to the game since data shows that our users are willing to pay for it.