Unit 4 Homework

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Written description of three observable trends based on the data:

1. Age Demographics. The majority of the gamers are between the ages of 20-24 years old. Incidentally, information found on the Playstation FAQ webpage states, “Gamers age 18 or older represent 72 percent of the video game-playing population, and the average gamer is 35 years old.” (<https://gamefaqs.gamespot.com/boards/691087-playstation-4/76243887>).

2. Purchasing Analysis (Age).According to the statistics in our homework exercise, people who are 30 years old or older spend the least amount of money. The group of people between the ages of 20-24 has the largest total purchase value. Male gamers as a whole spend the most on video games as compared to their female contemporaries.

3. Overall Analysis. The company can map the gamer’s username to the item/game name. The item/game name profits data could provide the company some useful insight regarding future products to evolve and what legacy products to stop deploying to their customers. Bottom line, the company should always focus on value to the customer and profits.