1) The most valuable age group is the 20-24 year olds. They far exceeded the amount of purchases and total purchases. Excluding the small sample size of the ‘Under 10’ category, they also had the highest in Average per Price and Average Purchase Total per person

2) “Oathbreaker, Last Hope” was purchased the most (12), with a 3-way tie for second (9). With a total of 576 players and 780 purchases. Each player, on average, bought 1.3 items

3) 20-24 years olds also make up almost half of the players at 44%. The next two age groups (15-19 & 25-29) made up a combined 31.94%. Also, males far exceeded female players in total and in revenue spent