Observations

1. Majority purchase is from Male Players(83%. Female and Other/Non-Disclosed accounts to 17% of Total Purchase Value.
2. Data shows that the major age group with higher purchase count and total purchase value is from 15 – 19 years, and then again at 20-24 years.
3. Going through the popular items, it is observed that all except Oathbreaker, Last Hope of the Breaking Storm is played by Male at 92%.