Observable trends

1. While there is a significantly higher percentage of males (84% vs 14%), the females on average spend a higher amount ($4.47 vs $4.07).
2. The most profitable age group and the largest age group is 20-24 (Total purchase value = $1114 and 258 people), but people from 35-39 spend more on average per person ($4.76 vs $4.32).
3. Based on the number of people in each age group, its clear that most of the consumers are adults and not teenagers.