Observable Trends within the Dataset:

* Average purchase prices by age group do not have a correlation. One may think that average purchase price may rise as age rises since available income increases, however that is not the case as average purchase prices remain relatively stable across all ages.
* Males are the dominant buyer in this dataset as they overwhelmingly account for most of the population with 84%. However according to analysis, males’ average purchase price is the lowest among all genders.
* Lastly, buyers in this dataset mostly comprise of 15-30-year-olds. The items bought most in the dataset were not the cheapest item, but the most expensive. The average price for an item bought was just over 3 dollars, however the most bought items were in fact items that were a dollar more.