* There are 573 unique players. Therefore, at 780 total users, it is evident that there is a significant number of repeat buyers.
* The best represented age bracket in the data is 20-24 years, accounting for 45% of the entire sample, and highest total spending. Players in this age bracket spend less than other age brackets on an overall basis.
* The list of most profitable items is led by some of the most expensive items, rather than those that were purchased the most often.