

The first observable trend:

The most profitable items are all in the upper ranges for usual items, falling around the mid \$4 range.

The second observable trend:

There appears to be no large difference in the amount spent per person between men and women. Women are 14% of players, and constitute roughly 16% of the spending on the game. Women also tend to spend more per purchase than men.

Men are 86% of players and constitute roughly 84% of the spending in the game.

Men tend to purchase more but spend less than women.