**3 noticeable trends**

1. Males have a higher purchase count (652) than females (113) so the males have a higher total purchase value at $1967.64 compared to females at $361.94. But females have a higher average purchase price at $3.20 compared to males at $3.02.
2. Males make up 84.03% of player and Females make up 14.06%
3. Most people that play the game range from 20-24 which makes up 44.8%. Players ages 35-39 have a higher average total purchase per person probably because they earn more money than people in their 20’s.