**Analyses conducted using dataset 1.**

1. 20-24 year olds make the most purchases. However, they are 5th in average purchase price. 30-34 year olds spend the most per in-app purchase.
2. Women have a higher average purchase price ($3.20) than men ($3.02).
3. most popular items does not make the game as much money as the most profitable ones. However, the Retribution Axe, which is the most profitable item ties for third on the most popular, with a count of nine.

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