**3 Observable Trends**

* We observe 780 total purchases spread among 183 unique Items and bought by 576 males and females.
  + Males represent 84% of the buyers
  + Females represent 14% of the buyers
  + The remaining 11% have not identified themselves as either male or female
* By grouping the buyers’ ages in buckets, we observe that 44% of the buyers are between 20 and 24, followed by 15-19 years old, and 25-29-year-old buyers. These top three groups are also spending the most across all items in that order. Yet none of them have the highest average total purchase price by person, which is led by the 35-39 and less than 10-year-old in that order.
* Some of the top 5 items that are purchased the most - i.e. Oathbreaker, Last Hope of the Breaking Storm, Fiery Glass Crusader, Nirvana – are also listed in the top 5 most profitable items. This is in spite of the fact their prices are well above $4.

On the other hand, some of the most purchased items are not the most profitable. For example, “Extraction, Quickblade Of Trembling Hands” and “Pursuit, Cudgel of Necromancy” are among the top 5 purchased items. Yet they are not among the top 5 most profitable