Based on the data, the game seems to be most popular with males, since they make up 84% of the users. Despite this and the fact that most of the top five spenders are males, the other/non-disclosed gender category, on average, spends more than males ($4.56 vs. 4.07, respectively). Amongst all the users, the age group that has the most participants are those who are in their early 20’s (20-24 age bracket). Although no conclusion can be drawn as to why these trends exist based on the data, it can be concluded that the game seems to be most popular among males, those who are in their early 20’s, and those who on average spend the most per person lie in the other/non-disclosed gender category.