Instructions:

You must include a written description of three observable trends based on the data.

Observable trends:

1. Males represent 84% of all players.

Supporting:

* Male uniques = 484
* Total uniques = 573
* Percent male = 84.467%

1. The core audience is between the ages of 15-34 years old, with around 86% of players falling between those ages.

Supporting:

* Age group:
  + 15-19: 18.58%
  + 20-24: 44.79%
  + 25-29: 13.37%
  + 30-34: 9.03%
  + Sum of 15-34 = 85.77%

1. The top 5 spenders represent around 3.2% of total revenue.

Supporting:

* SN top 5 spend:
  + Lisosia93: $18.96
  + Idastidru52: $15.45
  + Chamjask73: $13.83
  + Iral74: $13.63
  + Iskadarya95: $13.10
* Total revenue: $2,379.77
* Sum of SN top 5 spend ($74.97) / Total Revenue = 3.150%