Three observable trends based on the data…

1. The majority of gamers are Male at over 84% and they also have the greatest Purchase Count (652) and highest Total Purchase Value ($1967.64). Their Total Purchase Value is 82.7% of all purchases.
2. The age group with the most players is in the 20-24 year-old range (44.9%) and they also have the greatest Purchase Count (365) and highest Total Purchase Value ($1114.06). This group alone contributed to 48.6% of all the Total Purchase Value.
3. The game “Final Critic” is the highest purchased game (13 sales) and greatest Total Purchase Value ($59.99); however, only makes-up 1.7% of all the purchases and 2.5% of the total revenue in the data.