**Observations**

1. For both datasets males are by far the most significant demographic. They make up more than 81% in both dataset over females and others. Also by looking at the purchase analysis per demographic they are purchasing more than women and others.
2. For both datasets, players from within the ages of 20-24 made the highest amount of purchases among all group ages.
3. I have noted that the items with a price over 4 dollars make the most revenue even if the number of sales is low. For example you can see that in the most sold items analysis the top one, Arcane Gem, sells at a price of 2.23 and generated revenue for USD 24.53 by selling 11 items. In the most profitable item analysis, the top one, Orenmir, sells at a price of USD 4.95 and generated revenue for USD 29.70 in revenue by selling 6 items.