

One observation I made was that although men made up the largest percentage of players (84.03%), they actually had the lowest average purchase price (\$3.02) and lowest average total purchase per person (\$4.07)

Another observation I made was that the amount of 10-19 year old players (129, 22.40%) was the same as the amount of 25-34 year old players (129, 22.40%).

A third observation I made was that the two most popular items (Final Critic and Oathbreaker, Last Hope of the Breaking Storm) were also the most profitable items. Final Critic cost \$4.61 while Oathbreaker, Last Hope of the Breaking Storm \$4.23.