Observation 1) Males are responsible for over 80% of purchases, or 4 times more likely to make a purchase than Female/Other (Non-Disclosed)

Observation 2) High School and College age people make up over 60% of the purchasing demographic, with College age being almost 45% of the total purchasing demographic.

Observation 3) Final Critic while not being the most expensive item, not only sold the most frequent, but it made the most money

\*Side note – I think it would be interesting to break the groups down further by grouping by ages AND genders. I suspect that college age males would make up the vast majority.