**Observations**

1. Of the 1163 active players, 484 (84%) of them are males, 81 (14%) are females and 11 (2%) of the players did not disclose their gender.
2. Majority of the individuals that were around the 20 – 24 years age range. 45% of the active players fell in that age. Players 40 and over seem not to care much about this game as only 2% of active players from this age range was accounted for in the data set provided.
3. Games between age 20-24 spent the most on this game with a total purchase value of $1,114.06, with each per averaging about $4.32 spent on the game. Age group 40+ spent the least on the game with a total purchase value of $38.24 and an average of $3.19 per person.
4. Game Lisosia93 spent the most on the game with a total purchase value of $18.96. Oath breaker, Last Hope of the Breaking was the most popular item purchased with its total purchase value totaling $50.76.