Trend 1:

Although the number of males (n = 484) greatly outnumber the number of females (n = 81) and other gendered persons (n = 11), the average purchase price between the groups remains around the same ($3.02 for males, $3.20 for females, and $3.35 for other/non-disclosed).

Trend 2:

It appears that the vast majority of players fall between the ages of 20-24 (n = 365, 63%). Interestingly, the average total purchase per person in this age category ($4.32) doesn’t differ too significantly from the players in the 30-34 ($4.12) and 35-39 ($4.76) age groups. Presumably, one would expect older players to be in a better financial position to spend more on items within the game, however the trends observed in this dataset clearly go against this hypothesis.

Trend 3:

The item “Oathbreaker, Last Hope of the Breaking Storm” is considerably more popular (n = 12) than any other item available within the game, accounting for nearly 3 times the average number of items (mean = 4) purchased in the game.