Observed trends

1. Most of the purchases came from Male buyers. They vastly outnumbered the buyers by 5x the amount from female buyers
2. It is very likely that the majority of purchases come from a person who is in the age range of 20-24.
3. The most profitable item (retribution axe) is not the most expensive. In fact, based on the data, the most expensive item is third on the list for most profitable (orenmir)