

Observable trends:

- 1) The two groups who spend the most are 35-39 year old players, and kids under 10, with an average spend of \$3.05 per purchase.
- 2) Out of 576 total players, 84% are men making them the principal demographic. The other fourth is composed of women and other/non-disclosed. Men are also the ones who purchase on a more regular basis. However, women tend to spend more when they do buy.
- 3) Higher priced items seem to be bought more often, with the exception of Pursuit, Cudgel of Necromancy. This could be attributed to popularity and quality and a higher price based on high demand.