# Trends of customer data

Considering the age data, you can extrapolate that the biggest age group of players are 20-24 who make up 44.79% of the total player base and account for about the same total profit.

Males make up 84% of players and as such bring in the most profit although both Female and Other genders spend more per person and spends more on higher priced items.

Although some of the items are more popular and as such have more purchases the most profitable items seem to lie somewhere in the range of 4-5 dollars.