Conclusion 1: Male consumers made about 85% of total sales counts. The total purchase value for male consumers is significant high compare to female and others.

Conclusion 2: The number of players who is between 20 and 24 years old is almost half (45%) of total players. The total purchase value for consumers in this age group is much higher than other age while the average purchase per person is almost same. Which means the high total purchase value is mainly due to the number of players.

Conclusion 3: Top two best sellers are happened to be the most profitable items.