Analysis Summary

1. There are a lot more male players (84.03%) vs female and other genders(14.06 and 1.91% respectively.
2. However, there is no significant difference in the Average Total Purchase per person per gender.
3. Age 15-29 make >75% of the total clientele (15-19: 18.58%, 20-24:44.79%, 25-29: 13.37%).
4. **“Final Critic”** and “**Oathbreaker, Last Hope of the Breaking Storm”** are the two top grossing and most popular items.

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