**Description of three the observable trends based on data**

Our peak age demographic falls between 20-24 (44.8%); with secondary groups falling between 15-19 (18.60%) and 25-29 (13.4%).

•The highest spenders, which fall between 20-24 of age, spend an average of $3.05; and the secondary group that falls between ages 15-19 spend on an average of $3.04 per purchase. It looks like these two groups spend the most and pay the highest price per purchase. It is possible that because they like it so much, they do not care about the price; (e.g. money is no object).

•It clearly appears that the top five spenders pay a much higher price, (between $3.40 and $4.61), than the overall average purchase price paid, (between $2.90-$3.60), by other age groups.

•The top five most popular items are: Oathbreaker, Fiery Glass Crusaders, Extraction, Pursuit, and the Nirvana, these items happen to be the most expensive items as well. The three items out of the top five most popular are also being the most profitable per the analysis.