Observable Trends

1. There is a trend that the more purchases the gender group made, the Average Purchase Price decreased.
2. There is a trend that the more purchases the gender group made, the Average Total Purchase value decreased.
3. There is a trend that the more purchases the gender group made, the Avg Total Purchase per Person decreased.
4. There is a loose correlation between Most Popular and Most Profitable.
   * The Most Popular Items are high in the Most Profitable Items list
   * The Most Profitable Items are high in the Most Popular Items list

Analysis

* Player Count
  + 576 unique players
* Purchasing Analysis (Total)
  + Out of 780 purchases, there were 183 unique items
* Gender Demographics
  + There are significantly more Males (652) than Females (113) or Others (15)
  + The Other group had the highest Average Purchase Price ($3.35)
  + The trend is that the more purchases the gender group made, the lower their Average Purchase Price.
  + The same is true for the Average Total Purchase value and Avg Total Purchase per Person
* Age Demographics
  + Just under half the players are between the ages of 20 and 24
  + Over half the players are between the ages of 15-24 (15-19 + 20-24)
  + More than 75% of the users fall into the 15-19, 20-24, 25-29 age grouns
* Purchasing Analysis (Age)
  + Once again, the 20-24 age range had the largest Total Purchase Value.
  + The 35-39 and <10 groups had the highest Average Purchase Price and Average Total Purchase per Person
  + No real correlation in the data
* Top Spenders
  + 4 out of the 5 top spenders are male and one is female
  + The Average Purchase Price is far from the highest Average Purchase Price ($4.99 which was for one item)
  + They are all in the middle of the pack when looking at the highest to lowest Average Purchase Price, the highest ranking is 36 and the lowest is 232 out of the 576 players.
* Most Popular Items / Most Profitable Items
  + Only three of the five Most Popular Items were in the top five of the most Profitable Items list
  + The three items in both lists were the top three in the most profitable
  + 4 out of 5 of the Most Popular items were in the top 7 of the Most Profitable Items
  + The 5 Most Profitable Items are in the top 13 of the Most Popular Items list
  + It seems there is a loose correlation between Most Popular and Most Profitable