Observations / 3 Observable trends

A greater number of Males play the video game, but they spend less (roughly 20 cents) less on each purchase.

The price of an item does not necessarily mean it is a popular item. There are multiple items greater than $4 that are in both the top 5 and bottom 5 of purchased items. I would assume the more popular items are over-powered and give more bang for the buck.

The 20-24 Age Range is more than 250% larger than the second largest Age Range. This age range is what drives the game, has more time, and spends the most money.