**Insights from the analysis:**

1. The average purchase price, the average purchase price based on gender, and the average purchase price based on the age group do not vary significantly and are around $3 and $4.
2. Male players make 85% of the purchases. The male gender plays the game a lot compared to female, or male players are willing to purchase additional features than females playing the game.
3. The people in the age group 20 to 24 tend to make 45% of total purchases.
4. The top 2 most popular items have the highest total purchase values, and they are ‘Final Critic’ and ‘Oathbreaker, Last hope of the breaking storm.’
5. The most popular items are not always profitable ones.