In order to gain entry into universities in Australia, England, Canada and other English speaking countries, there is typically a minimum IELTS (official English exam) score that overseas students need. Students often practice rigorously prior to sitting the official IELTS exam. IELTS Champions is a practice IELTS test site targeting students and other young professionals. The site contains a limited number of free practice tests, and the student can upgrade to unlock additional test content. There are three different packages, entitling the students to different content for different periods of time. The Bronze costs $20, Silver $50 and Gold $70. Users can sign up via Facebook, Google and email.

Assume that when users make a purchase, IELTS Champions has to pay a fee of $0.1 +2.3% of the purchase price in transaction fees to PayPal. What are the total transaction fees throughout the whole dataset, and which package has the highest profit margin? You can assume these transaction costs are the only costs of selling a package.