Based on the data analysis, we could observe this data through three ways. First gender, as the male player has overwhelming percentage in the whole player group, probably developing more male oriented game product could be a good way to attract more consumption.  
 Second age, the major age group of heaviest percentage is 20-24, which is young and economical independent, so they are more willing to spending time on games and consume.

Finally the items trend is pretty obvious, “Oathbreaker, Last Hope of the Breaking Storm” had overwhelming performance, most popular and most profitable. Similar product development should be encouraged.