1. The first main trend in data can be seen by the fact that males tend to rule over most of the total players in the game. There is 5.7% more males in the game than females.
2. The second main trend in the data can be seen by how majority of users are in their 20-24 age group. This shows a target audience that is also willing to spend more money compared to other age groups.
3. The third main trend in the data is that majority of males send more money than females.

If the company were to focus more on males from ages 20-24 they can increase their profits as well as their user base.