* You must include a written description of three observable trends based on the data.

Observable Trend #1

* Trend number one that shows up is that the men make up the majority of the total player base.

Observable Trend #2

* Trend number two that shows up is that the total percentages of things split up between men and women are the same. If the game could increase the total number of women playing on a consistent enough basis that they felt comfortable spending money their profit margins would skyrocket!

Observable Trend #3

* On average women spent more per purchase, and made more purchases per person. I bring up my previous statement of if the game could get more women to play, they could get more women to pay.