* Of the 1163 active players, the vast majority are male (84%). There also exists, a smaller, but notable proportion of female players (14%).
* Our peak age demographic falls between 20-24 (44.8%) with secondary groups falling between 15-19 (18.60%) and 25-29 (13.4%).
* Though Male purchaser are more in number compared to Female purchaser, their average purchase price ($3.02) is lower than Female Average Purchase Price($3.20).
* Players with age group >10, has highest Average Purchase Price($3.35) and age group 25-29, has Lowest Average Purchase Price.
* Most Popular and most Profitable item is “Oathbreaker, Last Hope of the Breaking Storm” with the price $4.23 and Total Purchase value “$50.76”