Males make up the highest percentage of players, therefore their purchases make a significant impact on total purchase value, however, for having far fewer players, females tend to make a lot of purchases and their average or spending is higher as well. In terms of ages targeting those in the 20-30 age range would be valuable as they make the largest percentage of purchases, 15-19 does as well, however those age rages probably need their parent’s permission so I would focus more on the independent adult age range.