**Include a written description of three observable trends based on the data**

Three observable trends in the data are: 1) a majority of players are male; 2) players in their early 20’s make up the largest age group; and 3) males spend the least amount of money on average. It is strikingly clear from the data that most players are male, comprising ~84% of the player community. While males do make up the majority, they also spend the least on average with an average total purchase of $4.07 per person. If female and Other / Non-disclosed groups are willing to spend more then its worth considering a marketing strategy that draws in more people from these demographics, assuming that all groups make purchases at an equal rate. Players in their early 20’s account for ~45% of the players that made purchases. This makes sense given that they likely have a large amount of disposable income.