The largest trend within the data that we see is that men are the main purchasers of these games. Although accounting for 85% of players and purchase more in total, woman actually spend more money per purchase.

Out of all players, men, women, and other, the majority of players are below the age of 25. These players make more purchases but players above the age of 25 typically spend more per purchase. This would make sense, assuming older players are no longer in school employed.