Pymoli Observations:

* No player has spent over $20 on items
* The 20-24 age bracket spend total generated more revenue than any other bracket, while the 25-29 age group buy more expensive items
* Males make up the majority of the gender who purchase, and are responsible for 80% of the revenue
* Only 1 of the 6 most popular items appear in the list of the 18 lowest priced items/items prices in the bottom 10% of item prices. (See Popular Items and Other Analysis - Lowest Priced)