**House of Pymoli**

**Allison Patnoe**

List 3 observable trends based on the data provided:

1. The average player is making less than two purchases (average player is making 1.35 purchases)
2. Purchasing rate does not vary much by gender, as the allocation of purchases by gender closely resembles allocation of gender (e.g., females made up 14% of the player population and ~14.5% of purchases)
3. Players are most commonly between 20-24 years of age and least commonly over 40 years of age
4. Final Critic is the most popular and profitable item