Observable Trends:

1. Majority of players are males. Age demographics are highly concentrated in the age range of 20-24. The next highly concentrated age ranges are 15-19 and 25-29, respectively. Normally, they spend on average around $3 per item.
2. Top spenders are those who are willing to up their purchases to a higher average of $4 or $5 per item.
3. The three most popular and also profitable items are *Oathbreaker, Last Hope of the Breaking Storm, Fiery Glass Crusader,* and *Nirvana*, noticeable items for future strategic planning. While the average price per item for these items is around $4. Given the average total purchase per person information, most of the major customers would be able to afford these upper-end and popular items.