> You must include a written description of three observable trends based on the data.

1. Based on the data, one observable trend is males are more active on Heroes of Pymoli, but tend to spend less than females based on the average total purchase per person.
2. Another observable trend based on the data would be, ages 15-19 and 20-24 are the highest purchasing age groups and make up more than half of the total purchase value. 4 out of the 5 top spenders are within the 20-24 age group. The company could sponsor these top spenders (like influencer branding) to increase revenue within these age groups.
3. Lastly, based on the data, three items from the most popular items also occur in the most profitable items. The company could increase the price to create a higher total revenue.