1. Males constitute around 84% of the players which is a huge part – we get that from Gender Demographics
2. From Age Demographics we get that the highest percentage of close to 45% of players are from the age group 20-24 years – which is the highest purchase value as well.
3. Item ID – 178 and item - Oathbreaker, Last Hope of the Breaking Storm – this is the item that has the highest purchase count .

The above insights should be used in designing any other game enhancer item .