**Conclusions:**

1. The number of males users (81%) is significantly higher than female and other genders.
2. The maximum number of users are in the age range of 20-24 but they do not spend the most. Normalized total of this age group is the lowest among all the age groups.
3. The most popular games are “Betrayal, Whisper of Grieving Widows” and “Arcane Gem” which were purchased a total of 11 times. However these games are not as profitable as some other games such as Retribution Axe, Spectral Diamond Doomblade.