**Observable Trends**

The first observation trend that can be made from these results is the clear representation that there are significantly more male players than there are female, and non-disclosed players. Additionally, this is connected to the representation seen in the revenue made, which most of the purchases come from male players as they constitute 85% of the total player base.

The second observation trend that we have is that we can see the age that is more optimal to target, and that is the ages between 20 to 24 as they account for the greatest number of purchases made, and the most amount of money spent collectively. This age range is the epicenter because the age range that falls below it (15 to 19), and the age range that is above it (25 to 29) also have similar numbers, but we can see a decline in activity as you go lower in age past 15- to 19-year-olds, and as you go higher in age past 25- to 29-year-olds.

The final take away is that the most optimal target audience is males around the ages of 20 to 24 years old.