Observation 1:

The average player is male and between the age of 15-30. As a result that demographic has the highest spending amount and purchasing amount. Marketing towards the meat of the market would be worthwhile.

Observation 2:

The average female player spends more money per transaction than the equivalent male player. Making the game more female friendly would perhaps grow the player base and increase spending.

Observation 3:

High quality expensive items also get purchased the most. This means the time spent in developing quality and expensive items has a good return on investment.