* Even though Females and Other are far out numbered Males, spending habits seem to be about the same across all three goups. Average purchase price per gender averages a little over four dollars and some quick mental math will show that the average user, regardless of gender, buys about 1.3-1.4 items.
* Oathbreaker, Last Hope of the Breaking Storm appears to be a highly sought after item come in with both the highest purchase count and highest total value spent on one item.
* Targeting the 20-24 year old market would seem to be the best course of action for this games developers. They make up the largest players with the highest total expenditures and the third highest average spend per character.