Observable trend #1:

* Most of the purchasers are Male (at least 84.03%), and the highest revenue come from them. However, female purchasers spend about 10% higher than male purchaser on average per person.

Observable trend #2:

* Purchasers from age 20 to 24 are the highest number, and they spend the highest total amount. They are also the 3rd highest spender on average per person (only behind <10 and 35-39 age range).

Observable trend #3:

* Out of total 179 items, almost 10% of the revenue comes from the top 5 profitable items ($230.87 vs total sales $2379.77)