1) The most noticeable trend is in gender. Eighty-four percent of players are male.

2) After gender, age plays the biggest factor. Nearly Forty-five percent of players are between the ages of twenty and twenty-four with values dropping significantly outside of that range. With that said, more than half of the remainder is on the older side of twenty-four.

3) Lastly, is the spending data trends. The highest spenders per person fall in the age range of thirty-five to thirty-nine. This may be slightly skewed as the sample size for this age range is a small fraction of the player base (roughly five percent). The same can be said about the under ten age range, as they comprise only three percent of the player base. The twenty to twenty-four age range comes in third with a large sample size indicating that it is reliable data. Of the three age ranges, there is roughly a fifty-cent spread. If scaled up, age ranges thirty-five to thirty-nine and under ten could prove to be profitable however given the limited number of current players in those ranges, the safest option would be to target the twenty to twenty-four age range.