From the giving data you can see the while players between the ages 20-24 spent the most total money, but players between the ages of 35-39 have the highest average total. Most likely due to people in that age group having more disposable income.

I also observed that the cheapest item was not the most purchase, meaning that players may not always be looking for the “budget option”.

My last observation while there are less females playing the game they tend to spend more per purchase on in-game items.