**Four observable trends based on the data.**

1. We can see that 84% of the players are male and just 14% are female,

2. We can see that almost the same percentage above mention are the people that generate the revenue for the company,

3. We can see that there are 3 ranges of age that generate 76% of the revenue for the company, the majority are from 20 to 24 years old

4. Finally The most profitable items generate 10% of the total revenue with average of 50% of gross profit regarding of the average price of the total items of the company.