|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Age Groups Analysis | | | | | | | | |
| Age Group | | Percentage | | Number of Purchases | | Avg Spent Per Person | | Avg Price |
| Young Adult | | 57.0% | | 318 | | $4.30 | | $3.06 |
| Adult | | 22.0% | | 129 | | $3.96 | | $3.02 |
| Minor | | 17.0% | | 105 | | $3.75 | | $2.98 |
| Gender Groups Analysis | | | | | | | | |
| Gender | | Percentage | | Number of Purchases | | Avg Spent Per Person | | Avg Price |
| Male | | 83.6% | | 484 | | $4.07 | | $3.02 |
| Female | | 14.5% | | 81 | | $4.47 | | $3.20 |
| Other / Non-Disclosed | | 1.9% | | 11 | | $4.56 | | $3.35 |
| Top 10 Product Analysis | | | | | | | | |
| Item Name | Gender | | Age Group | | Total Purchases | | Total Value | | |
| Persuasion | Male | | Young Adult | | 7 | | $22.47 | | |
| Final Critic | Male | | Young Adult | | 6 | | $27.90 | | |
| Eternal Cleaver | Male | | Young Adult | | 6 | | $15.00 | | |
| Pursuit, Cudgel of Necromancy | Male | | Young Adult | | 6 | | $6.12 | | |
| Lightning, Etcher of the King | Male | | Young Adult | | 6 | | $25.38 | | |
| Fiery Glass Crusader | Male | | Young Adult | | 5 | | $22.90 | | |
| Malificent Bag | Male | | Young Adult | | 5 | | $8.75 | | |
| Wolf | Male | | Young Adult | | 5 | | $17.70 | | |
| Retribution Axe | Male | | Young Adult | | 5 | | $11.10 | | |
| Abyssal Shard | Male | | Young Adult | | 5 | | $13.35 | | |

# First Findings