

Three observations:

1. One limitation is that we don't know who these games are for. The data says who bought games and for how much, but does not say if they were for personal use, a present, etc. It does also not account if they were returned. Moreover, we do also not know if these were bought with their own money--the demographic under ten might have had their parents buy games for them.
2. The two biggest age demographics are 15-19 and 20-24. The biggest decade is the 20s, in terms of total purchase value and purchase count. In addition, the average purchase price of \$3.05 for 20-24 is akin to the purchase price overall of \$3.05, which suggests a stronger correlation between that demographic and how they affect spending as a whole.
3. The top purchaser, Lisosia93, is a male, as the data could predict. However, his age is 40, which puts him in the smallest demographic for game customers. His average purchase price of \$3.79 is also higher than the average for his age, \$2.94. This says that in spite of whatever outliers might appear on data, they can't be relied upon to predict who the top spender would be.