**Observable Data Trends**

* According to the data, there is a higher percentage of Male players at 84% in comparison to Female players. Therefore, they also have the highest purchase count compared to Female’s.
* The data also shows there is a high percentage and counts of players withing the age range of 20-24 who also show to be the highest purchasers.
* When looking at most Popular Items, Final Critic was the most popular item with a purchasing count at 13 as well as the most Profitable item with Extraction, Quickblade of Trembling Hands being the least popular. When the sorting was changed to “Total Purchase Value” Extraction, Quickblade of Trembling Hands is at a purchasing value of $31.77 and Persuasion moved lower in rank at a purchasing value at $28.99.