Most players active players are males (84%). The average spending for Females ($4.47) is slightly more than that of males ($4.07). Although the total purchase value peaks in the (20-24) age group with a value of $1,114.06, it can be observed that the (35-39) age group spend more per person ($4.76). Top spenders do not necessarily have to be purchase several times, they may just purchase high value items a few times. The price does not determine the popularity of the items as can be observed “Pursuit, Cudgel of Necromancy” is only $1.02 and “Oath breaker, Last Hope of the Breaking Storm” is $4.23. Most profitable items are generally more costly per item.