* Majority of the players are male, and while they make up the vast majority of the purchases compared by gender, females spend more on average per person.
* Majority of the players are 20-24, this group also makes up the largest combined total of purchases made, however, 35-39 makes up a larger avg per person purchase, followed by the <10 group.
* 40+ makes up the smallest amount of players and they spend the least amount of money across the board.