Based on the data, three observable trends are:

1. The top 3 most popular items (based on purchase count) are “*Oathbreaker, Last Hope of the Breaking Storm”, “Fiery Glass Crusader”,* and *“Extraction, Quickblade of Trembling Hands.”* As these 3 were the most popular items, the 3 most profitable items are a bit different. The 3 most profitable items are “*Oathbreaker, Last Hope of the Breaking Storm”, “Nirvana”,* and “*Fiery Glass Crusader.”*
2. The top 5 spenders had an average purchase price of $4.01 with an average total purchase value of $14.99.
3. The majority of the players are shown to be male 84%, then female at 14%, and the rest remains to be other/non-disclosed at 1.9%. From these players, the age demographics show that 20-24 age range make up *almost* half the players at (45%). Then follows, 15-19 (19%) and 25-29 (13%).