Observable Trends

* Males had a significantly higher purchase count than females, however, the average purchase price was lower for males than females. Those who identify as “other/non-disclosed” had the highest average purchase price, meaning they may have bought products that were priced higher than males and females. Due to the quantity of total purchases, males have the greatest total purchase value.
* The 20-24 age group has the highest percentage/count/purchase count compared to all other age groups. They produced the greatest amount within the Total Purchase Value category. Interestingly, those aged 35-39 spent the most money per person, followed by ages <10 and ages 20-24.
* Oathbreaker, Fiery Glass Crusader, and Nirvana appear on both the most popular items list, as well as the most profitable items list.