**Three conclusions:**

In this activity,

* The majority of the player and purchase count are male which is 84.03% and the fewest avg purchase price amongst the other genders.
* The 20-24 age group contributes 44.79% of player count and similar percentage of purchase count.
* The 35-39 age group on average spend more than any of the other age groups with an average purchase of $3.60.