Three Observable Trends

1. The vast majority of players are male (84%) but the average of total purchase per person is higher for female ($4.47) than male ($4.07).

2. The peak age demographic falls between 20-24 (44.8%) but each player between age 35-39 spent the most money($4.76).

3. Most popular and profitable item is Final Critic (purchase count:13, total purchase value: $59.99).