The first trend observed in this data set is that the largest demographics spends the most on items. This trend is seen in the analysis of the gender and age demographics. In the Gender Demographic and Purchasing Analyses, the male gender group was determined to be the largest in the game with a count of 484 or 84.03% of the total playerbase. Also, the male gender group was the biggest spender with total purchases from the male playerbase totaling $1,967.64. Like the Gender Demographic and Purchasing Analyses, the Age Demographic and Purchasing Analyses followed a similar trend where the largest age group – the 20 to 24 years old range – did the most spending.

Secondly, the average purchase price for a demographic group did not correspond with the size of the demographic group. For example, the largest age group did not have the largest average purchase price nor did the smallest age group have the smallest average purchase price. This trend is similarly seen in the Age Demographic analysis.

Finally, the price of an item and the purchase count of an item did not correlate with each other. As seen in the Most Profitable Items section of the challenge, the most purchased items were not the least or most expensive items. The players did not purchase an item solely based on its price. Other factors such as in-game gameplay or aesthetic value might have influenced purchase decision over the item price.