**Observable trends based on the data**

* According to the gender demographics, as it was predicted, the vast majority of players are males, while the number of women are almost 6 times smaller.
* Looking at the purchasing analysis by gender, even though men bought more games compared to women, the average quantity they spent per person was the same. So in average, any person spends the same amount of money in games.
* According to age demographics, people between the ages of 20 and 24 are the population who spends more of their time playing games, and thus, spend the most.