

Observable trends:

1. Based on the data from Purchasing Analysis on Gender, men purchased more in terms of amount but women purchased less at a higher average price. This could mean that men tend to buy more over a longer period of time but their purchases accumulate to cost more than women. There is not a significant difference in average total purchase per person among all three groups.
2. Based on the Purchasing Analysis on Age, the total purchase value for age groups 15-19 and 20-24 were the highest. This is significant because as you increase in age, spending increases. However, as we get older, we spend less so this could speak on the cost of living or the rationale behind purchases.
3. Based on the Most Profitable Items table, "Oathbreaker, Last Hope of the Breaking Storm" was the most popular and the second most expensive item on the list.