**Three observable trends based on the data**

1. Out of all the buyers with varying genders, the male gender made up the largest proportion of the entire population with 84.03% of players being male. This is also supported by the male purchase count. The males made 652 purchases over the period, which is 84.59% of all purchase transactions.
2. By observing the age demographics, the 20-24 age group had the highest percentage of players among all age groups. This age group made up 44.79% of all players. This age group also had the highest number of purchases, total purchase value and average total purchase per person. This shows that most active players of the game are within the age of 20-24. They are also the age group who spend the most on in-game items.
3. The Final Critic is both the most popular and profitable in-game item. This item had the highest number of purchase counts and total purchase value made by players. Although not the highest priced in-game item, it was still the highest total purchase value due to its high purchase count.