Trend 1: The age Range 20-24 year-olds(AKA college range) are the biggest group and where most of the money comes from. However, other groups contribute more money per person.

Trend 2: Males make up a much higher demographic of Players than the other gender groups and therefore most of the purchase money, but the other groups buy more on average per person.

Trend 3: Price of an item did not seem to have an affect on how much the item was purchased, which implies that items were purchased based on the needs of the players.