**Describe three observable trends based on the data:**

**Trend 1:**

The gender category is mostly made up of males. They account for 84% of the player population. Since males make up most of the population, the total purchase value for males is the highest, bringing around $1,900.00.

Looking at the age category, one can see the dominating trend of players in the age category is between 20-24 years old. This makes up 44.79 percent of all ages between 0 through over 40 years of age. 20-24 age also are the top spenders for items that enhance their playing experience, bringing in about $1,100.00.

Using the gender and age data from our data frames, we can deduce that the majority of the males are around the ages of 20-24 purchasing most of the playing experience enhancements.

**Trend 2:**

The most popular item to enhance the game of Heroes of Pymoli is “Oathbreaker, Last Hope of the Breaking Storm.” This item was purchased over 12 times within the game, three more than the next game enhancement item. Along with the highest purchase count, Oathbreaker also has to the highest total purchase value, making it a profitable asset to the company.

**Trend 3:**

When sorting our data to total purchase price, the items that are over $4 bring in the most value, when also considering that the purchasing amount is 7 items or greater. That is a dollar higher than the average price of all unique items. There is 183 unique items and the total purchase number of unique is 780 items, that’s bout 7 times more than the total unique items. It is safe to say that most unique items were purchase more than once.