**Purchases Analysis Tendencies**

The average price for the purchase is around $3.05, and the average price per person is $4.13, with men being the ones with the highest participation with 84% of all buyers.

Most buyers are between the ages of 15 to 29 years with a participation of 76.74%, being the segment of 20-24 with the largest participation of 44.79%. In turn, we observe that this age segment is the one with the third-highest price.

The first five games sell 212.73 being only 8.94%, indicating that sales are not concentrated in a particular game, likewise, it is observed that the 5 largest buyers have similar behavior.