Three observable trends based on the data

1. Men make up for far more players than both women and other/non-disclosed combined.
2. While men may purchase more games it appears they tend to purchase cheaper games, while women and other/non-disclosed purchase fewer, more expensive games.
3. Kids under 10 and adults between 35-39 tend to purchase more expensive games than all other age groups. Also, the number of purchases and average price of purchases drops off steeply between the for ages 25-29. This could be due to changing financial status (i.e. coming out of college)