**Analysis-Pyber**

* Out of 573 total players, males occupied a larger percentage than females. They are higher by almost 63%. So ,it seems that males are more interested in this game compared to females.

Number of purchases made by males are also higher compared to females by almost 500 times, which is a huge increase. Due to this, the purchase made by males is almost $1485 higher compared to females

* The average age group which is contributing highest is between 17-24, with a purchase count of almost 150 and a purchase value of around $400. However we cannot neglect the age group of 13-16 & 25-28, which is also contributing to some extent.
* Most popular Item ID found to be ‘39’ and the most profitable one is ‘34’. However if we compare the difference of purchase count & total purchase value for both of these Item IDs, we see that the difference is not that high. Count is higher by 2 and value is higher be $12.

*PS: I have ignored the Other/ND ‘Gender’ as the count is very less compared to other two genders.*