Observable Trends

1. For age demographic, it appears that the largest age group playing the game ranges from ages 20-24, making up almost 45% of the players. The next largest age group ranges from 15-19 and only makes up about 19% of all players.
2. The age group ranging from 20-24 also maintains the largest number of in-game purchases, not surprisingly. Their total purchase value comes out to $1114.06, while the second largest number of purchases is within the age group ranging from 15-19 is only $412.89.
3. Males appear to make up a majority of the 576 total players. They occupy a whopping 84% of all players. Female players do not appear as abundant making up only 14% of the total players. However, it seems that female players tend to spend more in the game compared to males; the average total purchase for a female player is $4.47, while the average for males is $4.07.