Observable Trends

1. Males spent significantly more as a cumulative group, but individually were outspent by females and other/non-disclosed.
2. The 20-24 age group were a dominant demographic in the percentage of total players as well as their purchasing.
3. Despite its lower item price, “Oathbreaker, Last Hope of the Breaking Storm”, outsold its nearest competitor by 25% more units and drove 15% higher profits.