**Observations**:

1. Maximum percentage of players are Male. Out of total 576 players 484 of the players are male (approx. 85% ). Also, total Purchase Value and average purchase price for the games is more for males than other gender categories.
2. Maximum players fall in the age range of 20 to 24 years.
3. The total purchase value ($1,114.06) is maximum for the players in the age range 20 to 24 years followed by players in the age range 15 to 19 years with total purchase value of $412.89
4. Most profitable item “Oathbreaker, Last Hope of the Breaking Storm” is also the most popular item in the list.