Written description of three observable trends based on the data:

1. 20-24 year olds have the highest total purchase value while 40+ year olds have the lowest total purchase value.
2. Players who identified as Male have the lowest average purchase price, yet they bring in the most total purchase value ($1,967.64)
3. The most popular and profitable item was “Oathbreaker, Last Hope of the Breaking Storm.” It was purchased 12 times and the total purchase value is $50.76