1. The target audience for this game are males between the ages of 20-24. Although on average Females and Others spend more per purchase, males are by far the gender that purchase the most at 652 purchases.

The main age group we should focus on are ages 15-24. If we break it down further, we should focus on the 20-24 age group because they buy the most at the 3rd highest average purchase.

1. While males are our biggest players, we should not discount the female players. They have 81 players, but each player is buying more than the males ($4.47 compared to $4.07). It could be worth investing more in growing our female user base.
2. Finally, our most popular and most profitable items are Final Citric and Oathbreaker. The items were purchased 13 and 12 times respectively and produced over $50 in revenue. We should continue to promote these items and start producing similar items.