Insights:

The gender of players is overwhelmingly Male players vs Female players (84% vs 14%). However, Female players are purchasing items that are slightly more expensive. Female users average total purchase per person is $0.40 more than the male users.

	Total Count	Percentage of Players
Male	484	84.03%
Female	81	14.06%
Other/Non-Disclosed	11	1.91%

	Purchase Count	Average Purchase Price	Total Purchase Value	Avg Total Purchase per Person
Gender				
Female	113	$3.20	$361.94	$4.47
Male	652	$3.02	$1967.64	$4.07
Other/Non-Disclosed	15	$3.35	$50.19	$4.56

Over 60% of our users fall within 15-24 years of age. While the average purchase price of users between the ages of 15-19 are about the same as 20-24, users within the 20-24 age range are purchasing an average total purchase per person of nearly $0.50 greater than their 15-19 user counterpart.

	Total Count	Percentage of Players
<10	17	2.95%
10-14	22	3.82%
15-19	107	18.58%
20-24	258	44.79%
25-29	77	13.37%
30-34	52	9.03%
35-39	31	5.38%
40+	12	2.08%

	Purchase Count	Average Purchase Price	Total Purchase Value	Average Total Purchase Per Person
<10	23	$3.35	$77.13	$4.54
10-14	28	$2.96	$82.78	$3.76
15-19	136	$3.04	$412.89	$3.86
20-24	365	$3.05	$1,114.06	$4.32
25-29	101	$2.90	$293.00	$3.81
30-34	73	$2.93	$214.00	$4.12
35-39	41	$3.60	$147.67	$4.76
40+	13	$2.94	$38.24	$3.19

Oathbreaker, Fiery Glass Crusader, and Nirvana items are some of our highest cost items while also being the most purchased items, which makes them fall as one of our top revenue grossing items in the game. Let's focus on what makes these items "valuable" to users, and replicate across the game while fluctuation of pricing to increase overall revenue.

Item ID	Item Name	Purchase Count	Item Price	Total Purchase Value
178	Oathbreaker, Last Hope of the Breaking Storm	12	$4.23	$50.76
145	Fiery Glass Crusader	9	$4.58	$41.22
108	Extraction, Quickblade Of Trembling Hands	9	$3.53	$31.77
82	Nirvana	9	$4.90	$44.10
19	Pursuit, Cudgel of Necromancy	8	$1.02	$8.16