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Three Observations:

1. The Gender Demographics data shows that the vast majority of players are males with a percentage of 84%. Whereas, only 16% were female and other/non-disclosed combined.
2. Though the average purchase total per person was around $5.00, the total purchase value for males was nearly $2,000 while female and other/non-disclosed purchases only added up to about $400.
3. When looking at Purchasing Analysis based on age, players between the ages 20-24 seem to have contributed the most with a $1,114.06 total purchase value. Players between the ages 15-19 follows with a $412.89 total purchase value.