1. During the study period, 576 players made a total of 780 purchases for $2,380. Average price per item sold is $3.05, closer to the higher range of prices (lowest cost item is $1.0 and highest cost item is $4.99)
2. Player profile:
   1. Males account for 84% of players and $1,968 (83%) of total sales. Their average spend is $0.40 lower than females
   2. Females account for 14% of players and $362 (15%) of total sales
   3. Players aged 20-24 make up close to 45% of customer base and 47% of total sales
   4. The 2nd largest group are those aged 15-19 with 19% of customer base and 17% of total sales
   5. The 3rd largest group are those aged 25-29 with 13% of customer base and 11% of total sales
   6. The most profitable group with the highest per person spending is those aged 35-39. They account for 5% of total players but with 6% of total sales
   7. It’ll be interesting to see if females in the 35-39 age group make up the most profitable demographic and potentially gear marketing $ their way
3. Product profile:
   1. Final Critic and Oathbreaker are the two most profitable items. Not only they’re quite highly priced, they’re also most frequently purchased
   2. It’ll be useful to see how the item sales have changed over time and find out more about why these two items are popular and improve future product design