3 Observable Trends

1. The typical player is male, aged 20-24. These players also make the bulk of item purchases.
2. However, more profitable demographics are females, the <10 cohort, and the 30-34 cohort, as they tend to spend more both per item and per person. It may be worthwhile looking in on how to expand into these demographics.
3. Our most popular and profitable item had 2 different prices, meaning it had gone on sale at least once. In the future, it may be worthwhile to having regular sales or discounts of items.