Observable Trends

1. The most profitable item is the one that only has been purchased 12 times, if we look at the second and third place, we can see that there is an opportunity for those to also be sold 12 timers. I’ll advise the marketing team to focus on the items that are near to the most profitable rather than focusing on the ones that are not being purchased.
2. In terms of average purchase and average total purchase per person we can see that the females spend more even though they purchase with a less frequency
3. Almost 50% of the total players are in the range of 20-24 years given the fact that the time passes I would recommend keeping those players as happy as they can because as they get older their capacity to purchase more will increase over time