* Males were the gender with the highest purchase count, but the players under the Other/Non-Disclosed gender had the highest average purchase price and spent the most on average per person.
* The people in 20-24 age group had the highest purchase count and highest total purchase value. However, they did not spend the most on average. The people in the 35-39 age group spent the most on average and also had the highest total purchase price per person.
* The item that was the most profitable and popular was Oathbreaker, Last Hope of the Breaking Storm. However, this item did not have the highest item price and was actually the lowest priced out of the most profitable items.