# Conclusions

* As we can see in the Gender Demographics table, the number of Male players is highly superior to the number of Female players, almost 70% more. However, the Purchasing analysis by gender table shows us the avg amount of purchase by females is greater than the average amount of purchase by males, by $0,40 more exactly.
* Almost half of the total players are aged between 20-24 years old, so this group makes the most amount of total purchase by far. However, this group, which probably includes student does not spend as much in average as other age group ranges such as 35-39, whom probably make more money and therefore spend more.
* Looking at the Most popular items table, we see that the most popular and profitable items are at the same time the most expensive ones, there are a few exceptions where this rule does not apply, for instance the item called “Pursuit, Cudgel of Necromancy” is 400% cheaper and makes way less money than the other most profitable items in the table, but it is really profitable at the same.