The first trend that was noticed in the data was the large number and percentage of male players in the total player base. The male player base makes up a whopping 84.03% of the total player base and also contributes the most monetarily based on the total purchase value. Despite this, they do not have the largest average total purchase per person. In fact, the average total purchase per male player is lower than that of each female and other/non-disclosed player. Female and other/non-disclosed players also tend to spend more on average for each individual item purchase with their average purchase prices being $0.18 and $0.33 more than the male average purchase price, respectively. This could draw further questions into these demographics spending habits, such as how often they shop for items and how many items that buy in one session. In the age demographics, it was found that the over 50% of the player base is between the ages of 15 and 24 years. The 20-24 age bracket saw the largest total purchase value at $1,114.06 and an average total purchase per person of $4.32. However, this average total purchase was still smaller than those of the less than the <10- and 35–39-year brackets, and these two age brackets make up only 2.95% and 5.38% of the population respectively. Lastly, three specific items appear on both the Most Popular Items data frame and the Most Profitable Items: Final Critic, Oathbreaker, and Fiery Glass Crusader. Each item was purchased at least 9 times each and had an average price of $4.47 between the three, an average price still above the next most popular item by $1.25, Persuasion.