**Q: Written description of at least two observable trends based on the data.**

A: Three observable trends are,

1. Based on the computation of purchasing analysis by gender, the maximum number of purchases are made by male players (84%) and the remaining small fraction by female players (15%). This is in-line with the ratio of number of male to female players, which is 84.03% to 14.06%. So, we can conclude that both male and female players approximately make the same average number of purchases.
2. Based on the resultant purchasing analysis by age, maximum number of purchases are made by the age group 20-24 (47%) and comparatively the number of purchases made by the age groups <10 (3%) and 35-39 (5%) are pretty low. However, the average purchase price per person for the <10 and 35-39 demographics are $4.54 and $4.76, which exceeds that of the 20-24 demographic, who spend $4.32 on average. We can conclude that it may be beneficial to target increased participation of these two age groups which have a higher average spend per person.
3. Three of the most popular items ‘Oathbreaker, Last Hope of the Breaking Storm’, ‘Fiery Glass Crusader’ and ‘Nirvana’ also happen to be the most profitable items. It may be beneficial to identify what makes these items popular and use that data to develop similar items in the future.