1. **Trend 1** – Purchase Count and Total Purchase Value increase steadily as age increases. Eventually, spending eclipses at the [20-24] age range and begins to steadily decrease thereafter. The Purchase Analysis graph tells an interesting tale about the correlation between monetary prioritization and maturity. Initially, as children acquire more money, they increasingly spend it on leisure products such as video games but once those children reach an age where they are (on average) financially dependent, you a steep drop in video game spending which indicates a serious shift monetary prioritization.
2. **Trend 2** – If you look at the “Most Profitable Items” chart, you will notice that the statistics are similar across the board. There are no serious outliers in any category. This tells me that video gamer market is relatively competitive and hard to corner.
3. **Trend 3** – Video Game demand is heavily dominated by the male gender. According to this data, men spend over 5 times as much money on video games than females and others combined. 85% of the gamers in this data set are male.