Observable Trends

1. The majority of players (84%) are male. However, females have a have a 6% higher Average Purchase price and 10% higher Total Purchase Price on average compared to males. An argument could be made that marketing should be focused on increasing female players since they are more valuable.
2. Players ages 35 – 39 years old have the highest Total Purchase per Person and Highest Average Purchase Price but only account for 5.3% of all players. Another demographic that marketing could focus on
3. The Item *Final Critic* has the highest Total Purchase Value, Average Purchase Price, and Total Purchases across all items. This item should be considered as a featured item in any promotions.