1. While only 14.06% of all users were female, those that were female spent on average 9.8% more than males.
2. The “20-24” Age Group had the highest Total Purchase value of $1,114.06. The delta between it’s purchase count and the second highest purchase count is 229, while the delta between the highest and second highest user counts is 151. This means that higher total purchase value was driven more so by number of purchases than value per purchase.
3. It’s surprising that no one item was purchased more than 12 times. One may expect a far and away favorite item for users to purchase.