Observable Trends

* The age group that spends the most money is the 20-24 group with $981.64 total spent
* The age group that spends the least money is the 40+ group with only $21.53 total spent
* The age group that made the most purchases is the 20-24 group at 40.28% of all purchases
* The most popular item is ‘Oathbreaker, Last Hope of the Breaking Storm’ with 12 purchases totaling $50.76
* The majority of purchasers are Male at 84% of total purchases