\* Of the 1163 active players, the vast majority are male (84%). There also exists, a smaller, but notable proportion of female players (14%).

\* Our peak age demographic falls between 20-24 (44.8%) with secondary groups falling between 15-19 (18.60%) and 25-29 (13.4%).

\* The purchases data also reflects the above observation with male gamers spending a total of 1967.64 on game ad ons Which is over five times the amount spent by female gamers $361.94.

\* Even though the peak demographis falls between 20-24 the age demographic that spends the most money is actually 30-34 and 35-40.

\* Oathbreaker, Last Hope of the Breaking Storm is by far the most profitable item purchase.