An unsurprising trend I pulled from this data is that the majority of the players are male, but what I wouldn’t have expected is that females spend more than males on average. It would be interesting to see the gender data over the past 5 to 10 years and how that has changed.

Almost 50% of the players are between the ages of 20-24, and spend more on average than most age groups. At first I was surprised that children under 10 were came in second when it comes to spending the most per average. But then I thought about all the times my nephew bought v-bucks on Fortnite without my sister knowing and maybe it is not so surprising.

780 purchases but only 576 unique players so only 25% of purchasers buy multiple items. I would have thought this would be higher.