Three Key Takeaways

1. Number of Male players was significantly higher than the number of female players
2. The age demographics and purchasing analytics clearly show that the target consumers are males in the age range of 20-24. So any marketing campaign should focus towards this demographic and the bulk of users are between the age group of 15-29
3. Average purchase price is in the range of $3 which gives a nice matrix to identify top sepnders.