**Three Observable Data Trends**

Oathbreaker, Last Hope of the Breaking Storm at $50.76, Nirvana at $44.10, and Fiery Glass Crusader at $41.22 are the 3 most profitable items and also 3 of the top 4 most popular items with 12, 9 and 9 total purchases respectively.

In addition to being 3 of the top 4 most popular items, the most profitable rankings are most likely due to all 3 items having a significantly higher item price at $4.23, $4.90 and $4.58 than the average item price of $3.05.

Male users outnumber female users by an almost 6:1 ratio (484:81) and made purchases by an almost identical ratio (652:113), but female’s average purchase price and average purchase total per person were higher than males ($3.20 to $3.02 & $4.47 to $4.07).

Male users also outnumber other/non-disclosed users by a 44:1 ratio (484:11) and made purchases by an almost identical 43:1 ratio (652:15), but like female users, other/non-disclosed users had a higher average purchase price and average total purchase per person ($3.35 to $3.02 & $4.56 to $4.07) than male users.

Players aged 15-29 accounted for nearly 77% of total players and total purchases but had a lower average purchase price at $3.00 and average total purchase per person at $4.00 than multiple other age ranges, including <10 at $3.35 & $4.54 and 35-39 at $3.60 & $4.76.

Despite only accounting for 5.38% (31 of 576 total players) of total players, the 35-39 age range had the highest average purchase price at $3.60 and the highest average total purchase per person at $4.76.