Based on the data presented three observable trends are:

* Of the 576 players, more males play (84.03%) than females do (14.06%).
* The age group 20-24 has the greatest number of players (45%). Whereas 40+ has the least number of players (2%).
* Although more males play and purchase items, on average females spend more per person. The average purchase total per person for females is $4.47 and for males it is $4.07. However, the highest average purchaser is the other/non-disclosed gender group, with a total of $4.56 per person.