1. It was already mentioned that the gender demographic was predominantly male and that the age group from 15-24 years old represented the majority of the players. This should be a significant insight into the player population and be taken into account for future updates/patches and advertisement.

2. Items sold are a display a significant weight toward the most sold and most revenue impacting items, thus most profitable. An emphasis on incentivizing players to buy premium items would benefit the generation of revenue.

3. There is not a significant statistical variance between age group and average amount spent per user.