Trend Analysis:

1. Note the age demographic falling between 20-24 has the largest purchase count (365). In addition, this age demographic provides the largest amount of revenue ($1,114.06) as indicated by the “Purchase Analysis (Age) data frame. In fact, the revenue from this age range accounts for approximately 47 percent of the total revenue. This information would suggest that the most profitable age demographic would be 20-24.
2. Note Item ID: 178 (corresponding to Item Name: *Oathbreaker, Last Hope of the Breaking Storm*) has the largest purchase count (12) amongst the Item IDs (followed closely by Item ID’s 82, 108, and 145 which have 9 purchase counts). In addition, Item ID: 178 has largest total purchase value ($50.76). This information would suggest Item ID: 178 is the most profitable Item.
3. Note the top spender of this group of players is SN: Lisosia93. Lisosia93 has the largest number of purchases (5) and the largest total purchase value ($18.96)