**Data Analysis**

The first trend that I note was regarding the Gender Demographics. .The number of male players by far greater the female and Other / Non-Disclosed.

Also, another clear trend that we can clearly note will be on the Purchasing Analysis by age. People in the Group age 20-24 are the ones who spend the most when it comes to the item sales.

Another interesting fact about the data, the item “NIRVANA” appears as one of the most profitable items, it is on top 3 actually but it is not on the top 5 Most popular Items. This is something that should be looked at greater details because it might lead to some adjustment that might increase profits in the future and help on the decision-making for Item creation.