Observed Trend 1: The gender demographic is male dominated with 81% of players being male and only about 17% being female.

Observed Trend 2: For age demographic, we see that the majority of players fall into the 20 – 24 range which accounts for 45% of all players.

Observed Trend 3: Besides the Retribution Axe, the most frequently purchased items are not the ones making the most sales. In other words, the most popular items are not the most profitable items. The most expensive ones are.