1. For Gender Demographics, Male plays the majority part which is more then 80% in whole group; however, Other/Non-Disclosed group has highest average Purchase Price among all Gender. Moreover, most people’s age are between 20 and 24 which takes around 45%, and the people in age 40+ only takes around 2% which is the least group.
2. Lisosia93 which is the Top Spender has the most purchase count which is 5; also, both Idastidru52 and Iral74 has 4 purchase count.
3. Both the most popular item and the most profitable item are Final Critic, which has been purchased 13 times, and has top purchase value which is $59.99.