Heroes of Pymoli – Observable trends

* Male players represent a majority (84%) of the player population.
* Excluding the small portion of players that did not disclose their gender (only 1.9%), female players tended to spend more than male players.
* The largest age group of players is represented by those between the ages of 20-24 years old, while players aged between 35-39 year old tended to spend the most.
* The “Final Critic” item is the most popular item with 13 purchases and likewise produced the most revenue. While the “StormFury Mace” is the highest priced item available it had a low take rate of only 2 purchases.