# 3 observable trends based on Heroes of Pymoli data

1. More males are likely to purchase in-game items than females/ undisclosed. Males made up around 83.6% of total sales (652 items purchased) whereas females made up around 14.5% of total sales (113 items purchased). Buyers who did not identify as male/female or did not disclose their gender made up the other 1.9% of total sales (15 items purchased).
2. Females are willing to spend more per purchase than males. This is a fair assumption from the sales data we analysed as females spent on average $3.20 per purchase whereas males spent $3.02 per purchase. The other/non-disclosed group spent the most, with an amount of $3.35 per purchase on average.

The only limitation in this case is the possibility of males or females being included within the other/non-disclosed group, but in society today and the future, data will always include a third group in any gender category alongside male and female.

1. Members within the 20-24 age bracket are the highest spenders, with a total of $1,114.06 in purchases. A possible reason could be that they are passionate about their gaming whist having enough time and money to spend on their hobby. As the age groups increase and decrease from the 20-24 bracket, spending steadily decreases. The members in these age ranges have a pay-off that prevents them from spending as much. For example, the younger the age ranges get from the 20-24 bracket, the less money members may have to spend (although they may have more time) whereas the opposite can be said for the older members – they have less time and so may not see the value in spending more money.