**Heroes of Pymoli Conclusions:**

* Male players were more likely to purchase items in the Heroes of Pymoli game (N=484, 84.03%) relative to female players (N=81, 14.06%) and players who identified as Other/Non-Disclosed (N=11, 1.91%).
* Male players purchased 652 items and spent $1967.54 in the Heroes of Pymoli game relative to female players who purchased 113 who spent $361.94, and players who identified as Other/Non-Disclosed who purchased 15 and spent $50.19. On average, there were no difference in the average total purchase per person (male players: $4.07, female players: $4.47, and other/non-disclosed: $4.56).
* The age group who was most likely to purchase items were 20-24 years old (N = 258, 44.79%).
* The most popular items in the Heroes of Pymoli game are:
  + Final Critic (purchased 13 times).
  + Oathbreaker, Last Hope of the Breaking Storm (purchased 12 times).
  + Fiery Glass Crusader (purchased 9 times).
  + Persuasion (purchased 9 times).
  + Extraction, Quickblade of Trembling Hands (purchased 9 times).
* The 5 most profitable items in the Heroes of Pymoli game are:
  1. Final Critic (Total Purchase Value: $59.99).
  2. Oathbreaker, Last Hope of the Breaking Storm (Total Purchase Value: $50.76).
  3. Nirvana (Total Purchase Value: $44.10).
  4. Fiery Glass Crusader (Total Purchase Value: $41.22).
  5. Singed Scalpel (Total Purchase Value: $34.80).