**Heroes of Pymoli Report**

We observe the following trends for the data provided on the online game Heores of Pymoli regarding the purchase of in game items.

1. As expected, the overwhelming gender demographic making purchases identifies as male. This is probably consistent with the demographics of those just playing the game without making purchases.
2. By far, the most profitable age group is between the ages of 20 and 24. Again, this probably coincides with the group that plays the game the most as there is not enough data to explain this groups increased purchasing power.
3. Lastly, of those making purchases, the amount of those making repeat purchases makes up a not insignificant portion of all purchases. (28.12%) Additionally, most of the items are fairly popular as about 42% of the items have been purchased more than 4 times each.