**Heroes of Pymoli Trends**

**Gender Trends**

Even though there are significantly more male players with 84% players being male, the purchasing analysis demonstrates that as far as purchases both females and males make an average purchase of $3 USD

**Age Trends**

By binning the data into age groups, it is clear that a significant proportion of the players (45%) are between 20 – 24 year olds.

**Popularity of the Game**

Grouping and sorting the data assisted to demonstrate that the most profitable game was also the most popular (Item 178). Instinctively, this could be assumed however, there are games that could be purchased at a lower frequency but their profit could be greater due to a higher item price.