Heroes of PyMoli

# Trends and analysis

* The game is very popular among young males. 81% of the total number of players are males. Females only account for 17% of the players. Corollary, males account for 81% of total game revenue with females contributing only 17%.
* The game is most popular among teenagers and players in their early twenties. 63% of game players fall between the ages of 15 and 24 years. Perhaps in line with gaming in general, the game is comparably less popular among older players. Only 6% of the total game players are 35 and older. However, players above 40, who make the least purchases, pay the highest average prices of $3.16 for app purchases. Comparably, players between 20 and 24 years, who make the most app purchases, pay only $2.91 on average for app purchases.
* The Retribution axe is the most profitable game app. However, it only comes in as fourth most popular game app for game players.