# Heroes of Pymoli Observed Trends

1. Marketing in-game purchases to those in the younger age groups would provide a higher return, the sweet spot being those in the age range of 20-24. While, yes, those in that age range make up the highest percentage of players, they also have the highest average purchase per person, further indicating the correlation between that age range and high purchases.
2. While marketing toward men can seem to be the best option at first glance, looking a little closer, you can see that, while much smaller in numbers, women seem to make larger purchases on average in comparison to men. The difference is slight, however, with only a .40 cent difference, but it seems to suggest women are more likely to spend more on in game purchases.
3. Another trend to note is a non-trend. It’s important to note that the price of a given item is not indicative of how much that item will sell. The highest selling item (Oathbreaker, Last Hope of the Breaking Storm) is one of the higher priced items. Of the items that sold 8 times, the prices range from $1.02 to $4.88. This suggests another reason behind high volume sales, probably item traits/qualities.