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Heroes of Pymoli Observations

Three observable trends based on the Heroes of Pymoli data are:

1. Males are the majority (84%) of players who purchase items. Therefore, they account for most of the total purchases and total purchase value.
2. Older teens (15-19) and adults (20-29) account for over 75% of the players. They also account for most of the purchases. Players over 40 have the lowest total purchase value and average total purchase per person.
3. Final Critic, Oathbreak – Last Hope of the Breaking Storm and Fiery Glass Crusader are some of the most popular items and most profitable items.

Heroes of Pymoli player are overwhelmingly male. Players are older teens and young adults. These two groups accounts for most of the total purchase value.