

## Heroes of Pymoli Observations

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

1. 84% of players who purchase items are male. They also account for most of the 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. However, players over 40 have the highest average total purchase per person, even though they account for 2% of total players.
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.