Three observable trends:

1. The total count of players has a very high percentage of people who identify as Male. This may mean that the majority of players are male, but without further analysis on the gender demographics of those who play for free and pay to play no further assumptions can be made.

2. Players between the ages of 15 and 25 make up the bulk of individuals who spend the most amount of money on Heroes of Pymoli.

3. In general, we do not see a lot of the variation in the number of purchases of optional items at the more profitable end of the spectrum. There seem to be few outliers that would skew average purchase price per person.