Heroes of Pymoli

Observable Trends

The data collected and displayed in the report provided the following insights into the purchasing behavior of different demographic groups.

* The highest percentage of players are male - 84%
* Males spent less on average in comparison to their female and non-disclosed game players.
* The top 5 spenders – spent on average $4
* The highest percentage (44%) of players are between the ages of 20-24
* The most profitable items purchased were: Final critic, Oathbreaker, Last Hope of the Breaking Storm, Nirvana and fiery Glass Crusader.