**Written Report for Heroes of Pymoli**

Gender:

* The findings after calculating the gender demographics conveyed a significant difference between the males in comparison to both females and non-disclosed genders; males had 652 players out of a total count of 780 players across all genders (83.6%). Other/Non-Disclosed category displayed the least number of players with only 15 (1.9%).

Age:

* The age range of 20-24 years showed the highest percentage of players, with a total count of 258 players (44.79%). This was to be expected as this age range is where most individuals within this demographic initially become employed and have the finances to make purchases for games. Ages 40 and above had the smallest percentage of players and was also to be expected (2.08%)

Popular & Profitable Items:

* Final Critic obtained the highest purchase count (13) as well as the highest total purchase value ($59.99). making it the most popular item. However, it was Stormfury Mace which had the highest average purchase price ($4.99) in comparison to Final Critic’s value of $4.61. The Decapitator was the least profitable item with a total purchase value of $1.75