Observable trends using the HeroesOfPymoli data:

* There are almost 6 times more Male players, 484, than Female players, 81
* Female players purchase at a higher rate than Male players
  + Purchase Count / Player Count
    - Female = 113/81 = 1.395
    - Male = 652/484 = 1.347
  + Female players also spend more per purchase on average than Males, but players that do not disclose their Gender or consider themselves something other than Female or Male spend the most per purchase (“Average Purchase Price”).
    - Other/Non-Disclosed $3.35
    - Female $3.20
    - Male $3.02
* The majority of players are between the ages of 15-29 (76.74%)
  + More specifically 44.79% of players are 20-24 years old
  + The 20-24 age group also generates the highest “Total Purchase Value”, $1,114.06, with the next closest age group 15-19 generating $412.89 in “Total Purchase Value”
    - An interesting look would be to see if the % of Total Revenue each Age Grouping makes reflects the Percentage of Players in each Age Grouping