**Heroes Of Pymoli Trends Report - Megan Greenhill**

*You must include a written description of three observable trends based on the data.*

1. 84.03% of Heroes Of Pymoli players are male, while 14.06% are female and 1.91% are other or are non-disclosed. Additionally, male players make 83.59% of game purchases, compared to 14.48% for female players, and 0.02% for other players. From this, we may conclude that female players are slightly more likely to make purchases than male and other players.
2. Female players also have an average purchase price of $3.20, and other/non-disclosed players have an average purchase price of $3.35, both of which are slightly higher than male players at $3.02. This may lead to the conclusion that female and other players are more likely to make higher value purchases than male players.
3. The highest age demographic represented by players is 20-24, and this age range also makes the highest number of purchases at 365. However, the age range of 35-39 have both the highest average purchase price of $3.60, and the highest average purchase total per person with $4.76. This observation implies that although 20-24 year old players make a higher number of purchases, the age demographic of 35-39 make higher value purchases.