**Heroes of Pymoli - Observable Trends**

* Of the 780 players, majority are male (83.59%). There is a smaller e proportion of female players (11.49%) and an even smaller proportion of other/non-disclosed players (1.92%)
* Peak age demographic falls between 20-24yrs (46.79%) with second falling between 15-19yrs (17.44%) and third falling between 25-29yrs (12.95%).
* The age group that spends the most money is the 20-24 with $1,114.06 dollars as total purchase value and an average purchase of $3.05
* In contrast, the highest average purchase is the 35-39 with $3.60 and a total purchase value of $147.67.