**Trends in the Heroes of Pymoli Purchase Data**

1. We can see from the data that males make up 84% of all micro-transactions in game, but females on average spend a greater amount on micro-transactions.
   1. Average total purchase for males: $4.07
   2. Average total purchase for males: $4.47
2. The adults between the ages 20 and 24 make up 45% of all micro-transaction purchases. With the next two age groups, 15 to 19 and 25 to 29 making up 19% and 13% respectively.
   1. Adults between the ages of 20 and 24 are usually move away from home either working or going to college. In this new stage of independence, they would be more willing to purchase small micro-transactions. On the other hand, kids younger than 20 might still have restrictions by parents or a lack of funds, and adults older than 25 are potentially starting their careers or families and do not have the time for games.
3. The most popular items sold where also the most profitable. Although it seems like the majority of players buys no more than 2 items from the game shop.