**HEROES OF PYMOLI OBESERVABLE TRENDS**

* 1. The most popular and most profitable items is the ‘Final Critic’ followed closely by the ‘Oathbreaker, Last Hope of the Breaking Storm’
  2. Players will only make up 5 purchases and the highest spender sits at purchase count of 5 with an average purchase of around $4. There is a positive correlation between purchase count vs total spend. Of these, males will spend about 6 times more than Females.
  3. Players aged between 20-24 the most account for 44.79% (almost half) of all the players age range.