1. From analyzing the Heroes of pymoli data, it can be observed that there were more male participations that females and other non-disclosed gender. Males make up 84 percent of the total participants whiles females were 14%, and the rest for other nondisclosed genders.

2. On average female spend more per total purchase than males that is $4.47 for females and $4.07 for males.

3. The 20-24 age group participated more than any other age group. They made up 44.tp percent of total participants and spend an average of $4.32 per purchase.