What we can discern from the Heroes of Pymoli data

1): Males may be the majority of players, but purchase less than women, and women purchase less than non disclosed genders. Since non disclosed genders make up the least of the player base, this is too hard to capitalize on. But perhaps makings packages more palatable to women could increase profits somewhat.

2): Final Critic was very popular, but Nirvana was not only popular but costed a lot. Maybe Nirvana is worth re-introducing to nab easy profit.

3): Graphing with scatter plots made data a LOT easier to visualize. The most common player age group is late teens thru the mid twenties. This should be the main age demographic to pander to.