

Pymoli Trends

The first trend that was observed, was that while women will spend more on an item, men are still the main consumer and are spending more overall. This can be viewed in Table 1. The second trend is that there is an increase in number of players, that hits a peak in the age group of 20-24, and then tapers off, as shown in Table 2. The third trend would be on average the age group of 35-39 spend the most money on items as shown in Table 3.

Table 1:

	Purchase Count	Average Purchase Price	Total Purchase Value	Avg Total Purchase per Person
Gender				
Female	113	\$3.20	\$361.94	\$4.47
Male	652	\$3.02	\$1,967.64	\$4.07
Other / Non-Disclosed	15	\$3.35	\$50.19	\$4.56

Table 2:

	Total Count	Percentage of Players
Age Group		
<10	17	2.95%
10-14	22	3.82%
15-19	107	18.58%
20-24	258	44.79%
25-29	77	13.37%
30-34	52	9.03%
35-39	31	5.38%
40+	12	2.08%

Table 3:

	Purchase Count	Average Purchase Price	Total Purchase Value	Avg Total Purchase per Person
Age Group				
<10	23	\$3.35	\$77.13	\$4.54
10-14	28	\$2.96	\$82.78	\$3.76
15-19	136	\$3.04	\$412.89	\$3.86
20-24	365	\$3.05	\$1,114.06	\$4.32
25-29	101	\$2.90	\$293.00	\$3.81
30-34	73	\$2.93	\$214.00	\$4.12
35-39	41	\$3.60	\$147.67	\$4.76
40+	13	\$2.94	\$38.24	\$3.19