**Heroes of Pymoli Observable Trends**

Males make up the majority of players outweighing female and others/non-disclosed by a little over 5 to 1. Yet, females and non-disclosed spend more on purchases per person made on average.

The age group that plays the game the most is 20–24 year-olds. Coming in second is 15–19 year-olds. This means it is probably mostly young males playing the game. The age group that spends the most on each purchase per person is 35-39 year-olds. These older players probably have a little more disposable income than their younger counterparts.

The more purchases a player makes the more they spend. The most popular and profitable items are Final Critic, Oathbreaker and Fiery Glass Crusader.

Based on the trends it might be beneficial to market heavily to young males. Also raising the price on Persuasion and Extraction, Quickblade of Trembling Hands would be profitable as they have lower item prices and could be raised to meet the price of other popular items. Offering bundle pricing for the top three items would be an idea toss around.