*HeroesOfPymoli observations:*

* According to gender demographics, count of male players is higher than females and hence have higher total purchase cost.
* According to Age Demographics, age group 20-24 have the highest number of players and hence the purchase amount is highest for this age group.
* User Lisosia93 have highest purchase total, but he didn't purchase any of the popular game.
* Most popular and most profitable games from this dataset is Final Critic.