**Three Observable Trends in the Heroes of Pymoli data**

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**Three Trends:**

1. Males accounted for 84% of total users in the game, however Female and “Other / Non-Disclosed” users had the highest average purchases per person ($4.47 and $4.56, respectively).
2. Nearly Half of the users of this game are between the ages of 20 and 24 (44.79%).
   1. The vast majority of in-game spending is done by users aged 14 – 29.
3. The five most profitable purchase items in the game were “Oathbreaker”, “Nirvana”, “Fiery Glass Crusader”, “Final Critic” and “Singed Scalpel”.