Three + observable trends in the purchasing data for the Heroes of Pymoli game are:

1. As with most things in life, everyone wants to be a critic: Final Critic is both our most popular and, logically, our most profitable item.
2. **We need to make our marketing more inclusive!** Our largest demographic is males, specifically 20-24 year olds; However, genders identifying as women & other/ Non-Disclosed spend more on average total purchase per person.
3. Going along with #2, we need to ensure we handle any bullying/ etc. in the environment so that Heroes of Pymoli is an escape from stress and players want to invest time and money, despite their age group/ life stage (see Average Total Purchase per Person in Purchase Analysis (Age)).
4. Based on the Top Spenders data, average purchase prices & total purchase value could be raised to meet “Hero Levels” by creating a recognition program.