**Heroes of Pymoli**

**Observable Trends:**

1. The player base for this game is extremely young. 70.14% of players are below the age of 25. There are more players under the age of 10 (2.95%) than over the age of 40 (2.08%)
2. The player base is extremely male (84.03%). Interestingly, however, the average female player spends more on the game ($3.20) than the average male player ($3.02).
3. The price of items does not seem to affect players’ willingness to purchase them. Oathbreaker/Last Hope of the Breaking Storm was the most popular item, despite its relatively high price of $4.23. Consequently, it was also the most profitable item. Nirvana was the second most profitable item and also fourth in total sales, outselling Pursuit, Cudgell of Necromancy despite its much higher price ($4.90 vs $1.02)