Report on Heroes of Pymoli, conclusions from the data.

1. Males make up 81% of the purchasing player base in the game and 84% of the in game purchases. Males on average spent $2.95 on items in game.
2. Players from the ages of 20-24 spent a little more than twice as much as any other age demographic playing the game and players from ages 15 to 39 spent almost 4 times any other age range.
3. The Retribution Axe is the most profitable item in the game and is tied for purchase count with three of the top 5 most popular items in the game. Making it the most popular and profitable item in the game.