

Heroes of Pymoli Three Observable Trends

1. Male consumers account for about 80% of Heroes Of Pymoli's player base. While female accounts for less than 20%. Male players are the largest player base. Although Non-Disclosed gender players only account for 1.4% of total player, but each player of this group is spending the most for purchasing item.
2. 20-24 is the largest age range of Heroes Of Pymoli's player base, representing 45%, but each player in age 40+ is spending the most for purchasing item.
3. The most popular items are not always the most profitable items, but there are some very profitable items which also win a huge popularity eg "Retribution Axe" is the most profitable item and also has 9 purchase count which is top 6.