Observable Trends in Purchase Data Collected on “Heroes of Pymoli”

**Trends in Gender**

When evaluating purchases made against the gender of the purchaser, it is very evident that there is a far greater number of male players than women or other, and that the overall total purchase value made by men is higher. However, both the average purchase price and the average total purchase per person is higher for women and non-disclosed, suggesting that those groups may be more likely to make a purchase, and that when making a purchase they may be willing to spend more.

**Trends in Age**

Most players are in the age range of 15-29, particularly the range from 20-24. These players are also among the highest in purchases per person, although the highest in that category is the players of 35-39. Though the younger set of players is greater in volume, players aged 35-39 are more willing to spend a premium price, and to make repeat purchases.

**Trends in Profit vs. Popularity**

The most profitable items do not consistently correlate with the most profitable. Given that items such as “Extraction, Quickblade Of Trembling Hands” and “Pursuit, Cudgel of Necromancy” are within the top 5 most popular items but not within the most profitable, there may be a chance to increase profitability for those.