Observable Trends for Heroes of Pymoli:

* The vast majority of players are within the 20-24 age range, yet somehow, they don’t spend the most on average. That title goes to the 35-39 crowd, who certainly have more disposable income on a free to play game.
* Despite the massive majority of players being male, those of undisclosed gender spend more on average than the other genders, though that might have to do with there being fewer of those with undisclosed gender, leading to those values
* Both the most popular item and most profitable item is the Final Critic, leading me to believe it’s one of, if not the most powerful item in the game in some way.