**Heroes of Pymoli Trends**

1. One trend based on the charts we created is that almost half of all the unique purchases came from the age group of 20-24. Around 63% of purchases came from ages 15-24. So, it can be seen that the purchase items are aimed towards the younger demographic.
2. Another trend based on our charts is that even though the females on average have a higher average total purchase price, there are substantially more men who make purchases compared to the females. Based on our data of all the purchases made, males make up around 84% of it.
3. A third trend seen from our data is that these products sold cost between $1.00-$5.00 and the most profitable ones are on the higher side of the cost per item. The purchase count for items worth $1.00-$2.00 are not as high compared to the more expensive ones.