Three trends based on the Heroes of Pymoli data

1. Ages 20-24 are our most profitable age group which account for 46.81% of our total in game purchases.
2. Price of items may not be a player concern since 4 out of the top 5 most purchased items are greater than $3.50.
3. Although female players only make up 14.06% of our players they spend on average 40 cents more than male players per purchase by screenname.