Heroes of Pymoli Trends

The majority of players for this game are males, who make up around 84% of the total players. It makes sense that males also have the highest purchase count and highest total purchase value. They account for almost $2000 in purchases, while females and other had total purchase values of around $362 and $50, respectively. We see a similar trend with age ranges. Players 20-24 years old make up almost 45% of total players. This group also had the highest purchase value at a little over $1000. The top spender made a total of 5 purchases totaling in $18.96. This user is a male, which makes sense due to males having the highest purchase count and highest total purchase value.