**Heroes of Pymoli Trend Analysis**

**Data Facts:**

* Total number or players: 576
* Total number of Male players: 484
* Total number of Female players: 81
* Total number of players who did not reveal their gender: 11
* Total number of purchases: 780
* Number of unique items: 183

**Simple Gender Demographics Facts:**

* Total number of purchases by Female players: 113
* Total number of purchases by Male players: 652
* Others: 15
* Total purchase value of Female players: 361.94$
* Total purchase value of Male players: 1967.64$
* Others: 50.19$

Above data shows that there are almost 6 times more male players than females.

Although male players are greater in numbers both male and female players spend almost the same amount of money per person and on average. Females tend to spend slightly more than males and gamers who preferred not to disclose their gender spend slightly more than females on average.

**Age Group Analysis:**

* Apprx. 45% of the total players belong to age group “20-24“
* Players in combined age group “15-34” form the 90% of the total population of the players in our dataset.
* Also, as expected players in age group “20-24” have the most purchases.
* Players who belong to age group “35-39” have the highest average total purchase per person.

Analysis by age group shows that the players tend to spend more money as they grow up until they reach 25 years. Although past 25 some players stay in the game and tend to spend money but their number is drastically decreased.

Another interesting fact that the top 5 spenders are predominantly from age group “20-24” and there is one female among them.

Although there is no information provided about the collection of this data and whether the data is complete or only a subset of a larger dataset, overall the data yields predictable results.