**Heroes of Pymoli – Observable Trends**

Three takeaways from the Heroes of Pymoli dataset are:

1. The game’s most important subset of players is the subset of players aged 20-24 years old. They make up almost half (44.8%) of the number of total players and account for ~46% of the game’s total purchases.
2. The game’s players are overwhelmingly male, as over 82% of the players are male. The male players spend slightly less on average than female and other/ non-disclosed players, as their average purchase price is $0.18 lower than the average female purchase price and $0.33 lower than that of other/non-disclosed players.
3. The item “Oathbreaker, Last Hope of the Breaking Storm” is both highly profitable for the game and popular among the players. It seems like an expensive item that is more efficient for players than other items, making the premium price worth the purchase. Twelve players purchased it, three more than number of purchases of the second-most-purchased item.