**Heroes of Pymoli Trend Observations**

1. Female players spent more money and bought more often than male players. However due to the game’s gender distribution, male players account for most of their revenue. The other/non-disclosed category spent on average 10% more than male players. Unfortunately, their numbers are too small in the game. The company should find a way to attract more female and other/non-disclosed players to increase profits.
2. The 20-24 age bracket has spent the most on micro-transactions with nearly triple the number of players in the closest bracket (365 vs 136). The 20-24 bracket also ranks third in total per person with an average spend of $4.32 each. I believe the company’s largest opportunity lies with attracting more players in the 35-39 age bracket. They have the highest total spend per person with an average of $4.76 per person and have almost twice the number of players than the <10 bracket (next closest average; $4.54 per person.
3. In the items category the company could look at 3 items (Final Critic, Oathkeeper, and Fiery Glass Crusader) to examine why they are so popular. Not only are the 3 items in the top 5 for most sales they also have the highest price points on the list. If the company could find out what makes them so popular, they could apply those insights when developing new items. This could increase revenue in the future if players are willing to pay for more expensive items.