Trends on Heroes of Pymoli:

1. Most of the players are males, with a small presence by females of only 14%.
2. When the gender data is paired with the purchase data, you can quickly see that the ratio of purchases by males is higher than that of females. This could explain the percentage of players being higher for males as they make more purchases. However, the average purchase price per person by females than males, which is an interesting data point, but more details are needed to further identify reasons.
3. The higher percentage of players are within the 20-24 age range. There could be many reasons for this, some speculations could be because they are within the college age so in theory could have more free time to play games. However, there is not sufficient data to really identify the reason for this.