Trend 1

* There is a larger proportion of players that are male playing Heroes of Pymoli (83.59% vs. 14.49% and 1.92% for females and other/non-disclosed, respectively). Due to the large numbers of males, males’ purchase count and total purchase value is much greater than the other gender groups, but the average purchase price per item is less.

Trend 2

* Based on categorizing players into age bins, we can see that Heroes of Pymoli is most popular among players in their early 20s (age bin 20-24), as they make up a greater proportion of all players (46.79%). There is also a direct correlation between the age of players and the percentage/number of players as you move from the youngest age bin (<10) to the 20-24 age bin. However, the correlation inverses once you move from the 20-24 age bin to the oldest age bin (40+).

Trend 3

* The most profitable items are in the $3-5 dollar per item range. Because of the higher price point, the items do not necessarily have to be the most frequently purchased to return a higher total purchase value. There are a handful of items that overlap in the top 20 most popular and profitable items that are in the $3-5 dollar range, such as the “Oathbreaker, Last Hope of the Breaking Storm”. If an item is considered more valuable to players, it can be a popular purchase despite having a higher price point.