**Observable Trends – Heroes of Pymoli**

1. Males account for 84% of total players while females account for 14%
2. Females spend an average of $4.47 per person, which comes in $0.40 higher than males at $4.07 per person. Therefore, developing a market strategy targeting females would be more effective in driving up total sales.
3. Ages 20-24 account for the highest percentage of players at 44.8% of total players and their average item cost is $3.05. While age group 35-39 accounts for only 5.4% of total players, their average item cost is $3.60. Because this is $0.55 higher than the next leading age group, developing a market strategy targeting new players in this bracket would be most effective in driving up total sales.