***Three discernable trends: Heroes of Pymoli***

1. The number of users is mostly male, clocking in at 84% of the users. It is interesting to note that female users do spend a little more per purchase at 3.20$ compared to males at 3.02$.
2. Average purchase price per age group is pretty even around 3$ but we do see an interesting trend among the <10 crowd spending an average of 3.35$ per purchase. Higher target for the future? Maybe.
3. Just because we see and item is the most popular doesn’t always mean it’s the most profitable. In fact of the top 5 most popular items we see only 3 in the top 5 most profitable.