1. Majority of the players on Heroes of Pymoli are male (~82%)
2. Although the game is predominantly played by males, females on average have a greater average purchase price, meaning females tend to spend more on $/item.
3. Majority of the players are between 20-24 but they do not have the highest average purchase price probably because most do not have additional side income that they are willing to spend for the game. Compared to players of older age, they have a higher average purchase price most likely because they can afford to spend the extra money.