**Heroes of Pymoli: Observable Trends**

1. Whilst majority of the total players comprises of males (84%), the smaller female population (14%) spends a higher average purchase amount.
2. The largest age group is represented by 20-24 year old’s, comprising 44.79% of the demographic. The smallest age group consists of 40 year old’s and above (2.08%)
3. The age group of 35-39 year old’s notably spend on average the most, with each individual spending on average $4.76. This group is followed closely by the 10 years and under group, who each spend on average $4.54.