Heroes of Pymoli is more attractive to the male gender. The Male gender is 84 percent of the user base for Heroes of Pymoli and generates the majority of the game's revenue.

Females are only 14 percent of the user base but spend more money on items per person compared to Male. Attracting new female users would generate .40 cents more per new female user vs. acquiring new male users.

Heroes of Pymoli target market per age group is 20 -24, which generates the most money as a group and spend the 2nd highest per user. Age groups 15-19 and 25- 29 are the second and third groups that generate the highest revenue per age group. The big spenders are 35-39, spending more per item, but the age group is low in the user count, and the number of items bought, making them a more cautious consumer.

Heroes of Pymoli users are comfortable spending more than $3.00 per item. I would suggest Heroes of Pymoli create more items and price them above $3.50, and for every four new items tagged at $3.50, create and tag new items at the lower half of the price point.