**Heroes pf Pymoli Analysis**

1. Male players heavily outweigh female players (4% to 14%).
2. Females spend more money per purchase than males ($4.47 to $4.07 average spend).
3. Surprisingly, the majority of players come from the 20 – 24 age range (42%).
4. Age range 20 – 24 also spends the most money, followed by ages 15 -19.
5. The highest amount of purchases from one player was 5.
6. “*Oathbreaker, Last Hope of the Breaking Storm*” was the most popular item, which also was the most profitable.