Observable trends in Heros of Pymoli Data

The overwhelming of players are male, about six times the female player population. The is reflected and even accentuated in the purchase count where male players purchase more than six times more than female players totalling 1967.64 dollars for male players and 361.94 for female players. Average purchases are in the 4 dollar range, however average purchase for female players is slightly higher than that of male players- about 10% higher. The 20-24 age demographic dominates followed by the 15-19 age demographic. Together these make up about 60% of the player population.

The most profitable items were as follows:

A screenshot of a computer

Description automatically generated with medium confidence