**Heroes of Pymoli Data Observations**

1. Customers didn’t mind purchasing items that were higher on price spectrum. There was not a gravitation to cheaper items. We can infer that performance is what matters to the customer and not price.
2. The majority of players are within an age range of 15-24. The gaming company would do well to focus the majority of their marketing efforts on those customers.
3. The average purchase price for both males and females is similar but purchase total per person in both gender groups was vastly different. We can assume that a select few females purchased the bulk total of the items driving up the average price. The males were more evenly spread on purchase totals.