Heroes of Pymoli- 3 observable trends

1. There’s a very clear age group that has the most players and spends the most money on the game. The 20-24 group is far and away the biggest and most profitable.
2. Two items stand alone as the most popular as well, with both the highest purchase count and the highest revenue. ‘Final Critic’, and ‘Oathbreaker’ are widely popular items in the game.
3. The gender disparity is huge, as males make up over 80% of the players in the game. Between the age group disparity and the gender disparity, the game has a very clear target market.