Heroes of Pymoli Observable Trends

1. The male player base heavily outweighs the female player base. This can be used to better focus target advertising or modify advertising tactics to include a wider range of players. Despite this, females seemed to spend more per purchase and per person compared to males.
2. A large majority of the player base ranges in age from 15-34, comprising 85.76% of the player base. The biggest bracket of players range between 20-24 years of age at 44.79% of the population alone. The 20-24 bracket also has brought in the most revenue of the age groups while also averaging $4.32 average total purchase per person; second best only to 35-39 age group at $4.76 per person. With a noticeable dip in the 25-29 age range, game designers can use the data to see what appears to be more popular as the age brackets increase in order to make the game more appealing to spend on for all age groups.
3. The most popular item is Oathbreaker, Last Hope of the Breaking Storm with a purchase count of 12. Fiery Glass Crusader, Extraction, Quickblade of Trembling Hands, and Nirvana follow behind at 9 purchases each. While the Oathbreaker was cheaper, it had the highest purchase value of the list. This is likely a good item as Singed Scalpel is less bought than the others listed despite the cheaper price. More items like the Oathbreaker could help drive in more money or tweaks to the other items could increase their demand.