Trends for House of Pymoli

1. Most of the players are male, however females have a higher average purchase price and tend to spend more per person then men.
2. The leading demographic for the game is the age group 20-24 who constitute 44.8% of the total player population. Older demographics, particularly the 35-39 age group spend more on average than this leading demographic.
3. The most profitable item is also the most popular item. I think next time it would be interesting to analyze the relationship of profitability to item stats like strength.