**Key Findings from Analysis of Heroes of Pymoli**

1. Total purchase value of females compared to males is much lower, however the average purchase price spend by females is higher as compared by males

Females:

Total Purchase Value: 361.94

Average Purchase Price: 4.468395061728395

Males:

Purchase Value: 1967.64

Average Purchase Price: 4.065371900826446

1. Average Purchase Price has been highest for age group: 35-39 and lowest for age group: 40-44 averaging to 4.76 and 3.32 consecutively.
2. Final Critic, Oathbreaker and Nirvan have been the most popular and profitable games except for Nirvana which remains a profitable game despite of holding a non-popular position in the first five popular games.