**Heroes Of Pymoli Data Analysis**

\* Of the 576 active players, the vast majority are male (84%). There also exists, a smaller, but notable proportion of female players (14%). However, the Other / Non disclosed and female categories actually spend more per person on average. Those in the Other category spend on average $4.56 per person, females spend on average $4.47 per person, while males only spend $4.07 per person on average.

\* The peak age demographic falls between 20-24 (44.8%) with secondary groups falling between 15-19 (18.60%) and 25-29 (13.4%). This demographic also spent more than double any other demographic, with 365 purchases made and $1,114 spent.

\* Players in general spent $20 of less total. The most popular and profitable item was the Oathbreaker, Last Hope of the Breaking Storm. It was bought a total of twelve times and made $50.76. The top five most profitable items all cost $4 or more.