**Heroes of Pymoli Data Trends**

The following trends emerge after detailed analysis of this dataset:

**Trend #1:**

Gender demographic evaluation revealed distinct gender trends. Player gender is dominantly male, about 84%. Only ~14% of total players are female, with the remaining ~2% being classified as other/non-disclosed gender. However, the dominant male demographic also seems to be more price resistant in spite of spending the most overall, and each male player spends only 90% of what the remaining two demographic groups usually spend per person.

**Trend #2:**

Age demographic show that the age group with the greatest number of players is the 20-24 years age group, representing close to half of the total players in the dataset. Few players (<= 5% of dataset) are noted from <15 years as well as the >35 years age groups. These age trends also show direct correlation to the purchase patterns, with the highest count and value of purchases coming from the 20-24 years age group.

**Trend #3:**

The popular game items are usually also the most profitable. The top selling item is the Oathbreaker, both in number and total purchase value, and has sold 12 units at a price of $4.23 each.