3 Observable Trends for Heroes of PyMoli:

1. Likely the target segment to focus on would for the under 10 crowd.  Their average purchase price was substantially larger than the rest of the sample.  However, the count was also much smaller, so this age bin may not be a significant representation.
2. Final Critic was a hit and had the highest average price.  Efforts should be focused on pushing this product.
3. The largest bin in the group was the 20-29 age range.  It could be lucrative to find a way to increase their average purchase price to capitalize on the popularity of that age group.