**HEROES OF PYMOLI TREND DATA OBSERVATIONS**

Some of the trends in the data that I observed in the Heroes of Pymoli exercise are that

* Because the male presence is strong and the male players consist of 84% of the total sample size population, the number of total purchases by gender leans heavily towards the male, although on average, the female and the other/non-disclosed players spent more per person.
* The data shows that the age group with the largest percentage of players (46%) are players between 20 – 24 years old and also account for the majority of the purchases.
* The data shows that the item “Oathbreaker, Last Hope of the Breaking Storm” is not only the most popular item with 12 purchases but also the most profitable, earning a little over $50