Heroes of Pymoli Observable trends

**Trend 1**

The first obvious trend is that more men than women are making purchases. Almost six times as many men as women made purchases. Depending on when this data was compiled, there is a strong potential that in a modern context there would be more other/non-disclosed gender purchases due to the societal trends validating non-gender binary choices.

Also interesting in regards to gender is that although women only represent 14% of the total purchases, they represent 15% of the total money spent. Not a huge difference, but women are spending slightly more on average than men.

**Trend 2**

In the age demographics, the 20-24 age group made the most purchases, almost more than all other groups combined. This is important regarding marketing, if the majority of folks purchasing games are in the 20-24 age group, we should marketing at websites and apps that that age group would be using.

**Trend 3**

The top 5 most purchased games have fairly similar prices, purchase counts, and total purchased value, so rather than focus all energy on one really profitable game, I recommend spreading out the marketing money across multiple games.