* Based on the data, more male players purchased optional items that enhanced their playing experience in the fantasy game of Heroes of Pymoli. The average of total purchase value for male is $1967.64 whereas the total purchase value for female is $361.94.
* Based on the data, most of the players fall in the age category of 20-24 (258), followed by the age category of 15-19 (107). The age category with less players is 40+.
* Players who are in the age category of 20-24 spent more money on the game ($1,114.06). The next age range to spend the most money on the game is 15-19 who spent a total of $412.89. The age range that spent the least money on the game is 40+ who spent a total of $38.24.