Heroes of Pymoli Trends Identified

1. The majority of the players (~84%) are male; however, women spend slightly more per person (~ $.47) than men.
2. 20 – 24 year olds spend the most money overall but 35 – 39 year olds spend the most individually.
3. Just because a game is very popular, does not necessarily mean that it will even rank in the top five most profitable games. Sometimes the cost of the popular games are too low to influence it to rank high for profit.