Three observable trends based on the data;

* Based on the total count of players, approximately 84% of players within Heroes of Pymoli are male, with female players being a minority only making up approximately 14%. The remaining 1.9% of players identify as ‘other/non-disclosed’ with respect to genders.
* Based on total count of players, age ranges of players was identified. Based on the count of players in each age range it can be concluded that;
  + Highest number of players are within the 20-24 year age range, making up 44.79% of total players
  + Lowest number of players are within the 40+ years age range, only making up 2.08% of total players
* Majority of purchases are made by players within the 20-24 age range with an average of $4.32 spend per player
* The Item with the highest purchase count is “Final Critic” with 13 purchase counts totalling to a $59.99 total purchase value therefore deemed the most profitable item