Heroes of Pymoli

Many more males purchased optional items to enhance their gameplay than females. This could imply that the target population for these sales is males. The target age group for these optional items is 20-24, which is by far the largest age group that is making these purchases. The purchase value of this age group is also significantly larger than any other age group. Top spenders are only purchasing 3-5 items, so it is not worth focusing on single buyers to enhance profits.