Heroes of Pymoli Trends:

576 players (484 males (84%) - 81 females (14%) - 11 other (2%)) made 780 purchases of 183 items. Males purchases amounted to 82.6% of the total revenue, females 15.2%, and other 2%.

1. The largest group of players falls into the 20-24 age group, while the smallest group of players are in the 40+ group.
2. The highest Average Total (spending) per Person age category is the 35-39 age group at $4.76, followed by <10 at $4.54, then 20-24 at $4.32. The lowest spending category is the 40+ age group.
3. Item ID # 178 was the most frequently purchased item (12 purchases) and generated $50.76 of revenue.

Based on the percentages, females purchases contributed a slightly greater margin to overall revenue versus males.