HeroesofPymoli Observations

1. The first observable trend from the data is that Males dominate when it comes to playing/purchasing the game. Just over 84% of all players are Males.
2. The second trend worth noting is that when it comes to purchasing, the Females outweigh the Males on Average Total Purchase per Person. Although, Other/Non-Disclosed gender leads this category at $4.56 per person. Females check in at $4.47 per person and Males $4.07.
3. Lastly, the age group from 20-24 account for nearly half of all players/purchasers at 44.79%. This is an extremely large percentage, with 15-19 being the second highest at 18.58%, and can certainly be used when considering target demographics for this industry.