# Heroes of Pymoli Observable Trends

1. The price of an item does not appear to be a deterrent to purchasing it. The top 4 most popular items are all between $3.50 - $5.00, even though there are many items available for only a dollar or two.
2. Age is a greater indicator of purchase habits than gender. Men and women seem to have very similar purchase habits, while teenagers and those who are 40+ seem to be pretty careful with their money, while everyone else spends slightly more.
3. As you seek to further promote this game, your money will be best spent in targeting men between the ages of 20 and 24. They are the biggest spenders and make up the majority of your players.