Heroes of Pymoli Observable Trends:

1. Based on the breakdown by gender, there does not seem to be any variance in the purchasing patterns between males and females. However, players who identify as “Other” or who did not disclose their gender spent more money on average. But because these players only make up 1.91% of the total number of players, they’re only contributing a relatively small amount to the total revenue. Therefore, there’s no reason to market the game towards any one gender (if that was a direction that the company was looking into).
2. Most of the game’s revenue comes from players in the 20-24 age bracket. Clearly, this game is more popular with the “younger” population.
3. Players in the 20-24 age bracket, 35-39 age bracket, and <10 age bracket, spent the most money on average (per player). Additionally, players in the 35-39 age bracket tended to buy higher priced items. So, the game company could put in more effort marketing the game towards this age bracket.