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**Heroes of Pymoli**

Although the majority of the players of this game identify themselves as masculine, the males tend to purchase less expensive items. This is demonstrated by statistics that show the men and boys to spend on average just a little more than three dollars, ($3.02 to be exact) while player that identify themselves as female or did not specify either male or female spend $3.20 and $3.35 respectively.

Statistics on age demographics shows that there is a drastic difference in the percentage of players among different age groups. Most notable is the fact that the players aged 20 – 24 comprise nearly half of all the Heroes of Pymoli players. Although the age groups directly preceding (15 – 19) and following (25 – 29) the early twenties group are the second and third largest groups, it is interesting to note the sharp decrease in the percentage of players aged twenty-five through twenty-nine. Only about 13% percent of players fall in this age category. Correspondingly, players in their early twenties as a group also lead the pack in the total amount spent on items.

Spending statistics show that there are a few items that are vastly more popular and in demand than others. While items such as “Gladiator’s Glove” and “The Decapitator” sure have enticing names, they have been purchased only once each for a paltry price of less than two dollars. On the other hand, there have been 13 instances when a player shelled out $4.61 to purchase “Final Critic”. “Final Critic” is the top seller in Heroes of Pymoli, and it is responsible for nearly sixty dollars of total revenue.