**Heroes of Pymoli Report**

1. **The majority of players who made purchases identify as Male.**

Out of the 576 players that made purchases, 484 (84%) identified as Male.

This result is not surprising as video games are a very male-dominated industry/hobby.

1. **Male players spent less money on average than other gender groups.**

Players that identified as Male had a lower Average Purchase Price and lower Average Total Purchase Price than both the Female and Other/Non-Disclosed groups.

This is interesting to note as the vast majority of players are Male, but they are actually making smaller purchases overall. Perhaps shifting games and game purchases to be more oriented toward higher spending gender groups could be profitable.

1. **Players in the 20-24 years old range made the most purchases.**

Out of the 576 players that made purchases, 258 (45%) were in the 20-24 years old range.

People in the 20-24 years old range are old enough to have their own money to spend but are also young enough to have lots of free time for hobbies like video games, so this result is expected.