**Observable Trends (Heroes of Pymoli)**

Heroes of Pymoli is clearly a male dominated game at 84% of its users being male. Additionally, 335 of their users (roughly 60%) are ages 19 - 29. With this information, we can assume that roughly 84% of those 335 19 - 29-year-olds are male, meaning 281 of the 576 total players are men between the ages of 19 and 29. That works out to roughly 50% of all their users, making it their largest demographic by far. It is also worth noting that 19 – 29-year-olds and males make up almost all of Heroes of Pymoli profits, due to the large difference in demographic results.

In terms of the average of specific demographics, females are more likely to make larger purchases ($3.20) which is higher than the total purchase average ($3.05). Additionally, users that are 10 years old or less are the most likely to make the highest purchase on average ($3.35), about 30 cents more than the total user average.

In conclusion, if I worked for Heroes of Pymoli, it may be a smart idea to try and market your most profitable items to the demographics that I have mentioned above. This may help increase the purchase rate for these items, and as a result, a spike in profit/revenue. The most profitable items include:

* Exiled Mithril Longsword
* Gladiators Glaive.