Upon completion of analyses on the Heroes of Pymoli purchase data, three observable trends were noted:

1. The great majority of purchasing individuals (and likely, by extrapolation) players, are male, with approximately 84% of the unique SNs belonging to male players. This value may be greater due to the presence of the ‘Other / Non-Disclosed’ entries.

A screenshot of a cell phone

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1. The greatest proportion of players when subdivided into five-year groupings, appears within the 20-24 bracket, approaching nearly 50%. This group represents a percentage of the total players greater than the next four [4] sub-groups combined. Additionally, the vast majority of players fall within the ages of 15 and 39 (lower ages and those 40 or older make up less than 10% of the total population.

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1. The most popular item, and highest grossing item sold is Oathbreaker, Last Hope of the Breaking Storm, with a purchase count of 12 and total purchase value of $50.76**.**

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