**Key Trends in the Heroes of Pymoli Data**

After analyzing the player data from the Heroes of Pymoli game, three key trends were discovered

**Gender**

* Player base in mostly male (84% vs 14% Female, and 2% Other).
* On average, Females tended to spend more ($4.47) than males ($4.07)

**Age:**

* 45% of players were aged 20-24.
* While those aged 35-39 only made up 5% of the player base, on average they spend the most when compared to other age categories ($4.76 per player).

**In-game Items**

* The item *Final Critic* was the most popular (13 purchases) and profitable (Total Purchase Value = $59.99) amongst those players who purchased items.