Three observable trends based on the data analysis of HeroesOfPymoli

* Among 576 active players, the vast majority of them is male players (84%)，and they contributed the highest total purchase value ($1,967.64) when in comparison with the other two gender groups.
* Players in early 20s account for nearly 45% of the active players, and this percentage is followed by those aged between 15 – 19 (18.58%). Meanwhile, compared with the players aged between 20 – 24, the number of players and purchases are significantly lower for those who are in their mid to late 20s.
* In general, the more popular a game/item is, the more profitable it is. However, this is not always the case. For example, Singed Scalpel creates a higher total purchase value than Extraction, Quickblade of Extraction, Trembling Hands, even Singed Scalpel has a fewer purchase count.