# Observable Trends from Heroes of Pymoli Data

Heroes of Pymoli is described as a free-to-play fantasy game. While the game is free-to-play, there are in-game purchases that can be made. The following are a few trends that can be observed by analyzing the purchase data of the game.

There were 780 total purchases made by 576 unique players. The majority of purchases were made by male users. This is not surprising because of the 576 unique players, 84.03% are male. While male users spend less on average per person when compared to female or other/non-disclosed gender, they represent ~82.7% of the Total Revenue (calculated from the Total Purchase Value - by males / Total Revenue from purchases).

Users between the ages of 15 and 24 represent ~63.37% of players, with the largest number of players falling between the ages of 20 to 24. This age range also accounted for the majority of purchases made in the game. Across all age ranges, users ranged 35 to 39 had the highest average total purchase per person.

Lastly, of all the in-game purchases made, ‘Final Critic’ (Item ID 92) was both the most popular and most profitable purchase. Final Critic was followed closely by ‘Oathbreaker, Last Hope of the Breaking Storm’ (Item ID 178) in both popularity and profit.