Heroes of Pymoli – Trends

1. I think the most obvious is that men are far more likely to play this fantasy game than women.
2. The majority of purchases are made by younger people (between 20 and 25 years old), but those are more likely smaller dollar amounts. Older people tend to spend more money per purchase, maybe reflecting more disposable income.
3. The company still makes more money off of the most expensive items even though they aren’t the most popular items. The top 5 most frequently purchased items only brought in $93.58, while the top 5 most profitable items brought in $154.81.
4. Even though less women play the game, the ratio of women who make purchases is roughly the same as the male ratio.