Three observable trends From Heroes of Pymoli:

1. While Age Group 25-29 has the highest purchase value (largest age group), they have the least average purchase price of any of the age groups. They are more profitable as a group, but individual members are less profitable per person than even the younger age groups.
2. Males make up the majority of players, but females and nondisclosed spend more per user than their male counterparts.
3. The most profitable items are do the purchase count, and not the price of purchase.