Three observable trends based on the data:

1. Men are the majority of Heroes of Pymolies with 84% of the total players. Men are also the gender who contribute 82% of the game’s revenue. Thus, men are the target clients of this game.

2. Although women only contribute 14% of total players and 15% of the game’s revenue, they are willing to pay more 10% more than men are willing to pay for optional items.

3. Heroes of Pymoli is most popular for player in the age range of 20-24 with 45% of total players falls into this range. Second most popular with the age range from 15 to 19 years old. Those age ranges are young people or college students who are more exposed to new entertaining tools.