3 Observable Trends:

1. One observation I can make is that there are more Male players on Heroes of Pymoil. They make up 84% of the players. Males also make most of the purchases of game enhancing items leading to the highest total purchase price.
2. Most of the people that play Heroes of Pymoil are between the ages 20-24. They make up almost 50% (44.79% to be exact) of the players on the game. They have also made the most purchases for the greatest total purchase value of any other group.
3. The last observation I will make is that the most popular item for a player to purchase is the Final Critic. This item has also generated the most revenue for the company with a total purchase value of $59.99.