**Observable Trends : Heroes of Pymoli Data Analysis**

* Of the total players, the vast majority are male (84%). There also exists, a smaller, but notable proportion of female players (14%).
* Our peak age demographic falls between 20-24 (44.79%) with secondary groups falling between 15-19 (18.58%) and 25-29 (13.37%).
* The age group that spends the most money is the 20-24 with $1,114.06 dollars as total purchase value and an average purchase of $4.32. In contrast, the demographic group that has the highest average purchase is the 35-39 with $4.76 and a total purchase value of $147.67.
* “Oathbreaker, last Hope of the Breaking Storm” is the most popular item in term of the number of times it was purchased (12) and highest purchase value holder