Observations:

* The player base of Heroes of Pymoli is disproportionately male.
  + The number of unique male players: **484**.
    - Males make up **84.03%** of total players
  + The number of unique female players: **81**
    - Females make up **14.06%** of total players
  + The number of unique Other/Non-Disclosed players: **11**
    - Other/Non-Disclosed made up **1.91%** of total players
* Males made up the vast majority of purchases, but females and other/non-disclosed spent more per person on average.
  + Males made purchases worth **$1,967.64** in total
    - Average purchase price for all purchases made by males: **$3.02**
    - Average total amount spent per male: **$4.07**
    - Total number of purchases made by males: **652**
  + Females made purchases worth **$361.94** in total
    - Average purchase price for all purchases made by females: **$3.20**
    - Average total amount spent per female: **$4.47**
    - Total number of purchases made by females: **113**
  + Other/Non-Disclosed made purchases worth **$50.19** in total
    - Average purchase price for purchases made by other: **$3.35**
    - Average total amount spent per person was **$4.56**
    - Total number of purchases made by other/non-disclosed: **15**
* Should focus more on increasing the number of female and other/non-disclosed players to maximize revenue.
* A plurality of purchases are made by players aged 20-24, but players aged 35-39 and players less than 10 years old spend the most per person.
  + Players aged 20-24 made purchases worth **$1,114.06** in total
    - * Average purchase price for all purchases: **$3.05**
      * Average total amount spent per player: **$4.32**
      * Total number of purchases made: **365**
  + Players aged 35-39 made purchases worth **$147.67** in total
    - * Average purchase price for all purchases: **$3.60**
      * Average total amount spent per player: **$4.76**
      * Total number of purchases made: **41**
  + Players aged less than 10 made purchases worth **$77.13** in total
    - * Average purchase price for purchases: **$3.35**
      * Average total amount spent per person: **$4.54**
      * Total number of purchases made: **23**