**Heroes of Pymoli**

Observable trends:

1. The number of players is a lot less than the total number of purchases, which means some players had multiple purchases and are regulars. This is confirmed by the top five spenders table, where everyone had three or more purchases.
2. It can also be noted that majority of the players are males between the ages of 20 and 25, bringing in nearly half of total revenue (47%).
3. However, interestingly the average purchase price for females and others is greater than males.
4. It can also be seen that 3 of the 5 most popular items are also the most profitable items (Item ID: 92,178,145).