Three observable trends based on the data are:

1. We can see that the players of Heroes of Pymoli are predominantly male, as at least 84% of players are men. Because of that, their total purchase value – of optional items to enhance their playing experience – dwarfs that of the female and other/non-specified players, as males accounted for at least 82% of all in-game spending. I use the phrase “at least” because we don’t know what proportion of the non-specified players are in fact male. But based off of what we see from the dataset, total purchase value is relatively proportionate to the gender demographics.
2. Greater than 44% of players are between the ages of 20-24. They accounted for