3 observable Trends Based on the Data in *Heroes of Pymoli*

The provided data included information regarding purchases in the video game *Heroes of Pymoli*, including screen name, age, and gender of the purchaser, as well as the purchased item’s ID, name, and price. Based on the analysis conducted, observable trends of these data can be concluded. First, the largest percentage of players of the game fall within the 20-24 age range at 44.79%; this can help us rationalize why players of this age accounted for the greatest total purchase value among age groups. More players present in a group means more people to purchase more items, and therefore more money spent total among an age group. The most popular purchase, defined by the total purchase value of the item, was “Final Critic”, bringing in $59.99 of revenue from total purchases. Finally, the most profitable gender identity by gross sales were males, spending $1967.64. This can be rationalized the same way age demographics was; males make up 84.03% of the players of *Heroes of Pymoli*. The more players there are to spend money within a certain group, the more that group will grow in proportion of total revenue toward the game.