For the data obtained from the “Heroes of Pymoli” database, some observable trends are as follows:

1. Male players make vastly more purchases in the game than their female or other/non-disclosed players.
2. Also, vast majority of players making purchases are also males.
3. On an average, a female player spends the most in purchases, followed by other/non-disclosed players. Males have the lowest average per person.
4. Other/non-disclosed players, on an average make the most expensive purchases, followed by females and then males.
5. Most purchases are made by players in the age bracket of 20-24.
6. Players under the age of 10, on an average, make the most expensive purchases, while players between the ages of 25-29 make the least expensive ones.
7. Players below 10, on an average, spend most money on purchases, compared to other age ranges.
8. “Final Critic” is the most purchased item in the game.
9. “Final Critic” is also the item that generated the highest number of sales.