# Pymoli Observable Trends

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1. Most players are male (84%).
2. Most players are between the age of 15-29, with that age group making up 76.74% of total players.
3. Most items are around $3. Average purchase by gender doesn’t seem to vary much. None of the players are spending a lot, with top spenders spending less than $20.
4. Of the 179 unique items, the purchases appear distributed across the items. Even the most often purchased items only brought in less than $50 of the total $2379.77 in total revenue.