Heroes of Pymoli Observations

1. Kids under the age of 10 spend the most on average per item purchase. Could be due to the fact they are purchasing extra items with parents’ money, not their own. But they make up a very small percent (<3%) of players purchasing items.
2. Males on average spend less total than females purchasing items, males also tend to purchase items that cost less. Males spend less than the average price of all items, females and other gender category spend more than the average price of all items.
3. The top 5 total spenders on average buy items $0.35 or more than the average price of all items.