**Heroes of Pymoli Data Trends**

* Gamers who are Male continue to represent the majority of our sales within the game at 83%
* Heroes of Pymoli gamers also tend to skew younger with 84% under the age 30.
* Gamers under 30 also accounted for 83% of the Total Purchase Value.
* Top three Items with the highest Purchase Count had price points between $3.50-$4.50.