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Pymoli Trends

1: The first and obvious trend is that this game is heavily skewed to male users at 84%.

2: There is not one gender or age group that stands out in the ‘Average Purchase Price’ category. The largest age group is 20-24 years old at almost 47%, but they do not necessarily spend more on average.

3. The most common items bought in the game are not the cheapest ones. The 2 items with the most purchases were towards the top end in terms of price.