**Observable Trends for Heroes of Pymoli**

1. Although men are the largest gender portion in Heroes of Pymoli with 484, females on average have a higher total purchase value per person with $4.47 while men have an average total purchase value per person is $4.07.
2. The largest count of players in Heroes of Pymoli is in the age group 20 to 24 years old with 258 players, which also has the largest total purchase value of goods with $1,114.06. Thus, players between the ages of 20 to 24 years old make up a majority of the $2,379.77 revenue.
3. The most profitable items are generally the most popular items as seen with the Items: *Final Critic and Oathbreaker, Last Hope of the Breaking Storm*, which are first and second in each list.