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Observable trends in Heroes of Pymoli

1. There are more than four hundred times as many male players than female players. The Other / Non-Disclosed group tends to purchase higher priced items. Females tend to purchase the less expensive items.
2. The primary players of the game are 20-24 year-olds. The total number in this age group is over double the next highest age group at 15-19 year-olds.
3. The 20-24 year-old age group also purchased almost three times as many items as any other age group at $978.77 with the next highest total being 15-19 year-olds at $386.42. However, the highest average price was in the over 40 age group.