According to the data for Heroes of Pymoli, the following trends are observed:

1. The majority of players (84.03%) are Male
2. While Male players make up the largest Total Purchas Value ($1967.64), Female and Other/Non-Disclosed players have a higher average purchase per person ($4.47 and $4.56 respectively).
3. Almost half of players are in the 20-24 age group (44.79%), and this group has a comparatively high average purchase per person at $4.32. There are only two groups with a higher average purchase: 35-39 year old’s, and under 10 years.