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Heroes of Pymoli

Three Observable Trends Based on the Data

1. The majority of players are males, which may be why males have a higher total purchase value compared to that of females. However, females have a higher average purchase total per person compared to that of males.
2. The majority of the players are in the age group 20-24 years old, which may be why the 20-24 age group has the highest total purchase value. However, the age group 35-39 has the highest average total purchase per person.
3. The five most popular items (highest purchase count) are also the five most profitable items (highest total purchase value).