**Heroes of Pymoli – Written Analysis**

*Observable Trends*

1. A significant majority of players identify as male, making up 83.59% of the player base
2. The largest group of players by Age Group are in the 20-24yr group representing 46.79%. There is a rapid decline in the player base as you move further away from this group, both younger and older. The second highest age group is 15-19 yr, representing only 17.44%, and third largest is 25-29 representing 12.95%.
3. The purchasing trends based on age group mirror the distribution of the percent representation by each age group, with the 20-24yr group representing the largest share of purchase count and total purchase value. The data further highlights this trend with the average total purchase per person, which has significantly less variance. These findings indicate that most if not all players spend very little individually, and total revenue will be driven by the size of the player base rather than few purchases highly priced items.