Heroes of Pymoli - Observations

1. The two largest age demographics who play Heroes of Pymoli (15-19 and 20-24) also are the highest spenders on in-game purchases ($412.89 and $1,114.06 total dollars spent, respectively).
2. Although males make up and overwhelming majority of players (84.03%), they on average spend less than women and gender non-disclosed players per purchase and per person. (Men: $3.02/avg purchase, $4.07/person, Women: $3.20/avg purchase, $4.47/ person, Other/Non-Disclosed: $3.35/avg purchase, $4.56/person).
3. The single highest spender ($18.96) among players who have made an in-game purchase makes up less than one percent of the game’s total revenue from in-game purchases ($2,379.77), indicating that the game has a substantial amount of players who make small in-game purchases (avg purchase $3.05).