1. Male players make up the majority of the heroes of pymoli playerbase. They have the highest revenue total across all genders
2. Some items like fiery glass crusade are some of the most popular items but aren’t the most profitable because the item price doesn’t reflect the demand of the item. Increasing item price of these chase items may improve the revenue from purchased items.
3. Players within the age range 35-39 spend more on average on in game items. Understanding what drives these players to purchase may increase total revenue.