**Summary:** After a lot of hard work in the data munging mines, you've landed a job as Lead Analyst for an independent gaming company. You've been assigned the task of analyzing the data for their most recent fantasy game Heroes of Pymoli. Like many others in its genre, the game is free-to-play, but players are encouraged to purchase optional items that enhance their playing experience. As a first task, the company would like you to generate a report that breaks down the game's purchasing data into meaningful insights.

**Actionable Insights:**

* the number of unique players of Heroes of Pymoli is**576**
* they purchased**780** items for a total revenue stream of $**2379.77**and an average price per item of $**3.05**
* the videogame shows a big component of Male players. Male customers are **484,**while the numbers of Female and undisclosed are**81**and**11.**Therefore, genders are not equally represented (useful for product development and marketing purposes)
* **Male**accounted for**84%**of the total customer base and the revenue stream coming from their purchases almost$2000**($1967.64).**Women and undisclosed spent more on average.
* If we consider the age groups, data shows that **Gen Z**is the biggest bracket of consumers accounting for over 60% of the players.
* If we also consider the number of purchases, **Gen Z** is the **Age Group** that accounts for most of the revenues. Anyway, If we consider the Average Total Purchase per Person, the age group 35-39 (Millennials) spends more when buying.
* The 5 top spenders players are around $20 and $10 for 5 to 3 purchases.