Heroes of Pymoli Analysis

After analyzing the fantasy game Heroes of Pymoli, I have a few recommendations to increase the revenue for the organization. This normal distributed sample size suggest that the male gender between the ages of 20 to 24 are the most popular consumer of this game. This age group spends the most money on the products related to the game.

The older generation don’t buy as many items but their average purchase total is higher than the younger group. This could create potential sales with higher costing gaming features. Appeal to the older male age group and the number of sales with the higher costing features could increase.

The female gender did not have a strong representation in the data analysis. However, women are the shoppers in many situations. An area of opportunity could be to appeal to the female shopper. Not necessarily for herself but for the male in her life as a gift.