Heroes of Pymoli

In-Game Purchase Analysis



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**Three observable trends in the data analysis:**

1. There is 576 Heroes of Pymoli players who made 780 total purchases, with a total revenue of $2379.77.
2. Male players make up 84.03% of the total players and brought in a total of $1967.64. The 20-24 age group makes up 44.79% of players and brought in a total of $1114.06.
3. The most popular and profitable item is the “Oathbreaker, Last Hope of the Breaking Storm”, and “Nirvana” was the second most profitable item purchased.