Heroes Of Pymoli Report

About 60% of the players are between 20 to 29 years of age; considering the male-female (84% to 13%) ratio, it can be inferred a male population within 20 to 29 years is about 282 players, and thus the predominant male age group. The purchase analysis by age also supports this as it can be seen that the same age group represents about 59% of the purchases, with the third-highest average purchased. Applying the male-female ratio, the 20 to 29 age group represents 60%($1181.93) of the total male purchases.

Heroes Of Pymoli should keep offering Items for the 20 to 29 age group; however, there is an uptick on 30-34 and 34-39 as their average purchase values are the two highest among all. This presents potential market gains by offering a more sophisticated offering since they are willing to spend more.