**Heroes of Pymoli Analysis**

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Looking at the data we can see that the player base is overwhelmingly between the ages of 15 and 30, with the most revenue coming from players between the ages of 20 and 25. This tells us that the game is more popular with that age group and marketing should reflect that by advertising more to those in that age range.

We can also see from the data that the player base is overwhelmingly male (84%), with the majority of the purchases and total revenue. This tells us, when combined with the previous conclusion that marketing should be advertising to a male, college aged audience if they want to expand their base, or to more of a female/non-binary audience if they want to bring in more demographics.

Looking at the items, the most profitable items are in the $4 to $5 range with several items beating out items with higher purchase count. From this we can see that between $4 and $5 is a great price profit-wise and is fairly consistent with purchase count.