**Heroes of Pymoli Gamer Results**

**Player Count:**

|  | **Total Players** |
| --- | --- |
|  | 576 |

**Purchasing Analysis (Total):**

|  | **Number of Unique Items** | **Average Price** | **Number of Purchases** | **Total Revenue** |
| --- | --- | --- | --- | --- |
|  | 183 | $3.05 | 780 | $2379.77 |

**Gender Demographics:**

|  | **Total Count** | **Percentage of Players** |
| --- | --- | --- |
| Male | 652 | 83.59% |
| Female | 113 | 14.49% |
| Other / Non-Disclosed | 15 | 1.92% |

**Purchasing Analysis (Gender):**

|  | **Purchase Count** | **Average Purchase Price** | **Total Purchase Value** | **Avg Total Purchase per Person** |
| --- | --- | --- | --- | --- |
| **Gender** |  |  |  |  |
| Female | 113 | $3.20 | $361.94 | $4.34 |
| Male | 652 | $3.02 | $1967.64 | $4.09 |
| Other / Non-Disclosed | 15 | $3.35 | $50.19 | $4.53 |

**Age Demographics**

|  | **Total Count** | **Percentage of Players** |
| --- | --- | --- |
| **Age Demographics** |  |  |
| <10 | 23 | 2.948718 |
| 10-14 | 28 | 3.589744 |
| 15-19 | 136 | 17.435897 |
| 20-24 | 365 | 46.794872 |
| 25-29 | 101 | 12.948718 |
| 30-34 | 73 | 9.358974 |
| 35-39 | 41 | 5.256410 |
| 40+ | 13 | 1.666667 |

**Purchasing Analysis (Ag**e)

Out[40]:

|  | **Purchase Count** | **Average Purchase Price** | **Total Purchase Value** | **Avg Total Purchase per Person** |
| --- | --- | --- | --- | --- |
| **Age Demographics** |  |  |  |  |
| <10 | 23 | 3.353478 | 77.13 | 4.541168 |
| 10-14 | 28 | 2.956429 | 82.78 | 4.003497 |
| 15-19 | 136 | 3.035956 | 412.89 | 4.111190 |
| 20-24 | 365 | 3.052219 | 1114.06 | 4.133213 |
| 25-29 | 101 | 2.900990 | 293.00 | 3.928424 |
| 30-34 | 73 | 2.931507 | 214.00 | 3.969749 |
| 35-39 | 41 | 3.601707 | 147.67 | 4.877312 |
| 40+ | 13 | 2.941538 | 38.24 | 3.983333 |

**Top Spenders:**

|  | **Purchase Count** | **Average Purchase Price** | **Total Purchase Value** |
| --- | --- | --- | --- |
| Lisosia93 | 5 | $3.79 | $18.96 |
| Idastidru52 | 4 | $3.86 | $15.45 |
| Chamjask73 | 3 | $4.61 | $13.83 |
| Iral74 | 4 | $3.41 | $13.62 |
| Iskadarya95 | 3 | $4.37 | $13.10 |

**Most Popular Items:**

|  | **Purchase Count** | **Average Purchase Price** | **Total Purchase Value** |
| --- | --- | --- | --- |
| Final Critic | 13 | $4.61 | $59.99 |
| Oathbreaker, Last Hope of the Breaking Storm | 12 | $4.23 | $50.76 |
| Persuasion | 9 | $3.22 | $28.99 |
| Nirvana | 9 | $4.90 | $44.10 |
| Extraction, Quickblade Of Trembling Hands | 9 | $3.53 | $31.77 |

**Most Profitable Items**

|  | **Purchase Count** | **Average Purchase Price** | **Total Purchase Value** |
| --- | --- | --- | --- |
| Final Critic | 13 | $4.61 | $59.99 |
| Oathbreaker, Last Hope of the Breaking Storm | 12 | $4.23 | $50.76 |
| Nirvana | 9 | $4.90 | $44.10 |
| Fiery Glass Crusader | 9 | $4.58 | $41.22 |
| Singed Scalpel | 8 | $4.35 | $34.80 |

**Conclusion**

1. Based on compilation of data for ‘Heroes of Pymoli’, the Gender Demographics revealed ‘Male’ gamers were the majority of the market base.
2. When compiling the data for ‘Purchasing Analysis (Age)’, the results conclude gamers in the age range ’20-24’ far proceeded the other age values for total amount of purchases. Further marketing towards that particular age range is suggested.
3. When analyzing the data for ‘Purchased Items’ , “Final Critic” and “Oathbreaker, Last Hope of the Breaking Storm” are both among the categories of most ‘Most Profitable Items’ and Most Popular Items’.