

Heroes of Pymoli – Purchase Analysis Report

What are the three observable trends based on the data?

Analyzing the data of purchases of optional items that enhance player's experience, the inferences are:

1. There are total of 780 Purchases by 576 Players. 84% of the players are Male. So, this game is mostly played by male players. Also, more than 44% of the players are Aged between 20 and 24. And more than 76% of the Aged between 15 and 29
2. There are total of 179 Items in the purchase data. Pricing from \$1 to \$4.99. Average price of items is \$3.05. Total Revenue from this optional item's sale is \$2379.77
3. Now we are looking for the Best Items in sale,
 - Most Profitable Items are:
 - Final Critic,
 - Oathbreaker, Last Hope of the Breaking Storm,
 - Nirvana,
 - Fiery Glass Crusader,
 - Singed Scalpel
 - Most Popular Items are:
 - Final Critic,
 - Oathbreaker, Last Hope of the Breaking Storm,
 - Fiery Glass Crusader,
 - Persuasion
 - Extraction, Quickblade Of Trembling Hands

As a conclusion, **The Best Items** are:

- Final Critic,
- Oathbreaker, Last Hope of the Breaking Storm,
- Nirvana (This item has the same purchase count as Fiery Glass Crusader),
- Fiery Glass Crusader