## **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