Heroes of Pymoli

Purchase Analysis

1. The majority of the player base is male (84%) who have an average purchase total per person of $4.07 while the female player (14%) have an average purchase total per person of $4.47.
2. The age group 20-24 years old make up over 40% of the player base and have spent a combined $981.64. Which is about 41% of total item revenue.
3. The “Final Critic” is the most popular and profitable weapon with an average purchase price of $4.61.