Data analyzed: Heroes of Pymoli

1. The popularity of the game consisted mostly of males. They also consumed more purchases as a total purchase count of 652 for males with 113 for females, and 15 for unspecified gender.
2. The majority of game players were between 15 and 29 as this consisted of 76% plus. Demonstrating that the largest demographic for this game is a younger group.
3. Younger males should be the target demographic in the future as their average purchase value is almost six time that of women.