Heroes of Pymoli Purchase Data Analysis

Most popular items sold don't equate necessarily to the most profitable items. 3 of the most popular items were also in top 5 most profitable suggesting you need a good level of popularity but pricing can be a difference maker in profitability.

Age 20-24 is their biggest market with almost 45% of their sales attributed to the age group. Also the age groups surrounding the 20-24 were next best buyers. So that is definitely their target audience.

Significantly more males were buyers. So now a good description of target audience will be males age 20-24.