Heather Leek Heroes of Pymoli Data Observations

The majority of the players are male. Though males had the greatest number of purchases on average, they spend $0.40 less than female players.

The greatest percentage of players are in the 20-24 age bracket at ~45%. This age group spent the most in total but not based on average spend per person. The greatest spend per person occurred in the 35-39 age bracket. A hypothesis is that these players have greater disposable income.

The Oathbreaker, Last Hope of the Breaking Storm item is the most popular item and the most profitable. The next most profitable item, Nirvana is in the top five most popular items but is not number 2. It ranks as #4 most popular item. The Extraction, Quickblade of Trembling Hands is in the top 5 most popular items but is not ranked in the top 5 most profitable. Profitability does not necessary have to do with popularity and vice versa.