**H E R O E S O F P Y M O L I**

**\_\_\_\_\_\_\_\_\_\_\_\_\_ F I N A L R E P O R T \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\* Total Number of Players**

Total number of players = 573

\* **Purchasing Analysis (Total):**

Number of Unique Items: 179

Average Purchase Price: $2.93

Total Number of Purchases: 780

Total Revenue $2286.33

**\* Gender Demographics:**

More than 80% (465 out of 573) are Male players.

Then are Female players (17.45%, 100 out of 573).

Other/Non-Disclosed are only 1.4% (8 out of 573).

**\* Purchasing Analysis by Gender:**

Males had made the most of purchases (633).

Other/Non-Disclosed had made the least of purchases (11).

However, Other/Non Disclosed had made the most expensive (by average) purchases.

**\* Age Demographics:**

Age Groups ’20-24’ are the most active shoppers; they have made most of the purchases (259), total value $978.77.

Age Groups ’40-44’ have the biggest average purchase price per item.

Age Groups ’45-49’ have made least of the purchases (1), total value $2.72.

**\*The top 5 Spenders by Total Purchase Value**

|  |  |
| --- | --- |
| Undirrala66 = $17.06;  Saedue76 = $13.56  Mindimnya67 = $12.74  Haellysu29 = $12.73  Eoda93 = 11.58 |  |

**\* The 5 Most Popular Items by Purchase Count:**

Final Critic = $38.60

Arcane Gem = $24.53

Betrayal, Whisper of Grieving Widows = $25.85

Stormcaller = $34.65

Woeful Adamantite Claymore = $11.16

**\* The 5 Most Profitable Items by Total Purchase Value:**

Final Critic = $38.60

Retribution Axe = $37.26

Stormcaller = $34.65

Spectral Diamond Doomblade = $29.75

Orenmir = $29.70