This is my analysis for the Heroes of Pymoli data set:

1. 84.03% of the player population is male.
   1. All genders, who spend money, usually spend around $4
   2. This game appears to attract a male audience. I would recommend the items and cosmetic items be tailored to sell toward a male audience. However, there may be an argument for trying to pull in a female audience as the do spend about $0.40 on average. Though, due to the smaller size of the player base and revenue stream this does not strike me as particularly profitable in the short term.
2. The age range of players seems to be a normal curve around the 20-24 age group.
   1. There does not seem to be a trend on which age group spends more on average
   2. If you plotted the average spending on a scatterplot there would be no tread line. This leads me to believe that they ought to be targeting the 20-24 age group for their item sales. The next largest group is the 15-19 age group. These two groups make up nearly 2/3rds of the player base. I would recommend targeting those two groups specifically.
3. 3 of the $4+ items are best sellers and all of the most profitable items are $4+
   1. All of the items that they spent a time and money on R&D I would recommend selling for more than $4. Obviously, you need some items in the shop for the player to turn down.
   2. Perhaps, there might be a niche opportunity to package two older items together in a bundle for $4. A $2 item with a $2 item or even 2$/3$ items. The point is to attack that $4 price point on the balance of perceived value and demand.
   3. Lastly, I opened the CSV file to see if there were any items over 5$, which there were not. Perhaps this demand for $4 items may indicate a demand for more expensive items! There could be a strategy to releasing an item at $5.50 and seeing if the base buys it or not. If they do, then great! If not, well then routinely discount it and sell it at $4.50! With this strategy there could be an opportunity to create demand!