1. For HeroesOfPymoli,

The male players (484) is almost 6 times of female players (81). The male players also spend 5.4 times more money than female players.

The age between 20 and 24 years old of people they are the main group of people play this game which is almost 45% of total players. This group of people also purchases most items (365). They are the main customers and would like to spend money ($1,114.06) on this game. If the company promotes the game, they should focus on the people between 20 and 24 years old.

The most popular item is “Oathbreaker, Last Hope of the Breaking Storm”. It is purchased by 12 times in total. It is also the most profitable item.