Heros of Pymoli Breakdown

**Total Counts**

* Players: 576
* Items: 179
* Purchases: 780
* Revenue: $2379.77

**Gender Demographics Breakdown**

* Male Player: 484
* Female Players: 81
* Other Players: 11
* Significantly more male players than the other genders with 84% of players
* Males brought in a higher revenue at $1967.64
* Other/Non-Disclosed had a higher purchase average and total purchase average

**Age Demographics Breakdown**

* Purchases <10: 23
* Purchases 10-14: 28
* Purchases 15-19: 136
* Purchases 20-24: 365
* Purchases 25-29: 101
* Purchases 30-34: 73
* Purchases 35-39: 41
* Purchases 40+: 12
* Players 20-24 years are more willing and able to make in game purchases
* Players 20-24 years bring in most revenue at $1114.06
* Players 35-39 years have the highest purchase price and total purchase average

**Tiered Spenders**

* Top spenders:
  1. Lisosia93
  2. Idastidru52
  3. Chamjask73
  4. Iral74
  5. Iskadarya95
* Lisosia93 took first place with most purchases and highest purchase value
* Chamjask73 came in third but had the highest purchase average

**Most Popular Items**

* Top selling items:
  1. Final Critic
  2. Oathbreaker
  3. Fiery Glass Crusader
  4. Persuasion
  5. Extraction
* Final Critic was the best seller at 13 purchases
* Final Critic also has the highest price of the top 5 giving it the highest revenue

**Most Profitable Items**

* Highest revenue items:
  1. Final Critic
  2. Oathbreaker
  3. Nirvana
  4. Fiery Glass Crusader
  5. Singed Scalpel
* Final critic has highest number of sales with a high price, bringing in the most profit
* Nirvana has the highest price but less sales so it comes in third