Heroes Of Pymoli Analysis

The greatest gender contributor is the male gender, accounting for 84% of the consumer. On average the male consumer spends at the lowest price point of $3.20 on average and $4.47 per person. Other/Non – Disclosed spends at the highest on average at $3.35 and $4.56 per person, but one needs to consider that it is a significantly smaller group accounting for less than 2% of the gender in this database.

The 20 – 24 year-old age range accounts for 44% of users and is also the most active consumer accounting for 47% of purchases at an average of $3.05 and $4.32 average per person. Third highest per average and per person. Coming in second is the 15 – 19 year-old age range as they account for 17% of the consumers. Together they account for 61% of the consumers. The rest of the age ranges each account for less than 10% of the consumers.

Reviewing the Top Spenders table, we see that the most times a consumer makes a purchase is 5 and only one person holds that top rank. So revieing what items are being purchase will provide a better analysis. Top item being purchased is Final Critic with 13 purchases at $4.61 followed by Oathbreaker, Last Hope of the Breaking Storm with 12 purchases. Even combined these two top items account for only 14% of the item on the list. This shows that it’s not necessary a specific item that is driving sales but rather the various amount of options that the male gender between 20 -24 years old consumes.