Three observable trends based on preliminary analysis of Heroes of Pymoli game

One-The vast majority of players identify as male. Out of 576 total players, 484(84%) identify as males, and as expected the amount of money in total spent by male players far exceeds that of female players. Out of the total of $2,379.77 in revenue, $1,967.64 came from male players. This is about 82%, which is in line with the general gender break down.

Two-Players in the age range of 15-24 account for the vast majority of players-66%. Similarly to the spending of males, the spending of this age range accounts for roughly 67%, which is inline with the age breakdown

Three-Based on age and gender numbers combined with spending, the company would likely benefit from marketing to males over females and those in the 15-24 age range to further increase revenue.