Observable Trends

In the HeroesOfPymoli data, the male players were 6 times more than female players. Among those players, players within age group of 20 to 24 spent the most ($1114) by purchasing 365 games, followed by age group of 15 to 19 purchasing 136 games and age group of 25 to 29 who purchased 101 games.

The other trend that we can look at is the top spenders. The players in this group bought 5 games and spent almost $19 on the games. Among the games purchased, the most popular items were Oathbreaker followed by Fiery glass crusader, Nirvana and Extraction.

A screenshot of a social media post

Description automatically generatedPurchasing Analysis by Age

A screenshot of a cell phone

Description automatically generatedTop Spenders

A screenshot of a cell phone

Description automatically generatedMost Popular Items