Mitesh Parekh 3/25/2020

**Heroes of Pymoli Data Analysis**

After analyzing 780 transactions made by 576 gamers who made 1 or more in-app purchases of 183 items totaling $2,379.77 in revenue while playing Heroes of Pymoli, here are some early trends:

* Approximately 84% (or 484) of the 576 gamers who made or more purchases were male, who accounted for 82.6% ($1,967.64) of the total revenue earned from in-app purchases.
  + Although males were the predominant gender for making purchases, non-disclosed ($4.56) and female gamers ($4.47) both had a higher average amount spent than their male counterparts ($4.07). A major driver behind this is the averaged items purchased by the non-male gamers ($3.35 for non-disclosed/$3.20 for females) were priced higher than the average purchase by a male ($3.02)
* 44.79% of gamers who made 1 or more purchase were between the ages of 20 to 24 years old.
  + 47% (or 365) of the 780 purchases were also made by this age range of gamers, also accounting for about 47% ($1,114.06) of the total revenue
  + Worth mention is that the highest average amount spent per gamer were in the 35-39 ($4.76) and under 10 ($4.54) age ranges, which could be due to established jobs for our older gamers, and parental assistance for our younger gamers.
* The most popular item purchased and most profitable was Oathbreaker, Last Hope of the Breaking Storm (Item 178), which had 12 sales and generated $50.76 in revenue. Although we have a small sample size, there was a 75%/25% Male/Female Gender breakdown and 33% of these items were purchased by gamers 20-24 years old.