**Heros of Pymoli**

In reviewing the date analyzed for this game I was able to see a couple different trends. The first of which being that while the game appeals to a very large and broad demographic base. The core following being in the 20-24-year-old age bracket. This correlate to college students being more apt to play or then other age groups.

Second is that there is a clear majority of males over females. However the female player population no average spent more per person within the game. Gaining more female players could result in higher overall Purchase Value.

The third is the item purchases. I found it interesting that some of the most expensive items were the most frequently purchased. This seems to show these items have a greater value for usage in game as opposed to the less expensive items they could have purchased.