Heroes Of Pymoli

Observable Trends:

* 576 players purchased the extra content for the game. This is a low number of purchases which might suggest one of two things. Either the total number of people playing the game is somewhere below 2,000 people or less or the extra content is not appealing enough to players for them to buy
* By analyzing purchasing by gender we can see that the purchase count by female is about three times as less as that of males with the total male purchase value being $1,967.64 which is $1,605.7 more than female total purchasing value. Despite this, females are more likely to spend more on a purchase than men with the average purchasing price of $3.20 which is $0.18 higher than that of males.
* Looking at the most profitable items data, 'Final Critic’ seems to be the most popular extra game content with ‘Oathbreaker, Last Hope of the Breaking Storm’ close behind. One interesting thing to note about ‘Oathbreaker, Last Hope of the Breaking Storm’ is that its the cheapest out of the five most profitable items and it sold the second most amount of content. The price of the item might be why it sold as much as it did or another factor could be that players just really liked the item. So maybe reducing the price of the items might influence the amount sold or probably making items with the same quality or better as that of ‘Oathbreaker, Last Hope of the Breaking Storm’.