Considerations based on data – Heroes of Pymoli – observable trends

1. Players between the ages of 19 and 24 make the most purchases.
2. While more males play the game ; non disclosed and females spend the most per person (in that order). It would be worth it to target more female audiences to try to build a larger female/non disclosed player base.
3. Current price points do not seem to impact purchase counts. Keeping that in mind a higher price point items generates more revenue than a lower price point. For example : compare pursuit cudgel of necromancy , final critic, and singed scalpel. All items have a purchase count of 8 , however, total revenue is much more attractive when looking at final critic, as the item price leads to a much higher total revenue.