Heroes of Pymoli Observable Trends

After reviewing the sales data, the following items stand out.

1. In the Gender Demographics, male players make up 84.03% of the total number of players.
2. In the Purchasing Analysis by gender, male players again had the most at $1967.64.
3. In the Age Demographics, the largest age range is between 20-24 accounting for 44.79% of players.
4. The best-selling item is the “Final Critic” for $59.99 but closely followed by “Oathbreaker, Last Hope of the Breaking Storm” for $50.76.

In general, future marketing efforts should be geared toward 20-24-year-old males.

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