**Heroes of Pymoli – Data Conclusions/Observable Trends**

1. Male players are the by far the highest percentage of players purchasing games at 84%, by gender.
2. The largest age group of players is the 20-24 year age group at 44.79% with the next highest at 15-19 – 18.58% and 25-29 – 13.37%. The younger generation within the 15-29 year age group should be the focus of any marketing at 76.74% of the market.
3. Three of the 5 most popular games by number of sales are also the ones with the highest revenue and these are priced well above the average price of $3.05 with Item prices over $4. See report of Most Popular vs Most Profitable Items.

If a game is popular or has a high level of interest, then a higher price does not reduce sales.

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