**Analysis of fantasy game** **Heroes of Pymoli**

1. The gender demographic shows that 84.03% of the players are male and among them 44.79% comes in between 20-24 age group and 18.58 % are in between 15-19 age group and 13.37% are in 25-29 age group. This shows that youngsters who comes in the age group of 15-29 are the major players 76.74% of the total players.
2. In the Top Spenders analysis table, Lisosia93 is the most purchased item with an average purchase value of $3.79 but Chamjask73 and Iskadarya95 having the most average purchase value. So, selling more Chamjask73 and Iskadarya95 will increase total purchase value even more.
3. The most popular and most profitable item is Final Critic. Among the top 5 most profitable items Nirvana has the highest item price, it comes third in the most profitable list and comes sixth in the most popular list that means people like to purchase Nirvana even though it is at the higher price rate.

This analysis shows that if company advertises more among the youngsters (age group of 15-29), it will boost up the business even more. Moreover, company can a make plan to attract children less than 10 and youngsters between 35-39 as well because based on the average purchase value they come at the higher level $3.35 and $3.60, respectively. The analysis also shows that if game is interesting people are not concerned about the item price because among the most popular items higher price value items are also come.

Female players are one sixth of male players but their average total purchase per person is higher than male players. So, company can make plan to attract more female players as well because it will increase the total profit volume. This analysis is telling a valuable story about the company’s business and showing which area is to be concentrated more to improve the business.