**Heroes of Pymoli Final Report -**

From the extensive analysis of the purchasing data from the game, three conclusions can be drawn:

**Conclusion 1: The highest selling item of the game is also the most profitable aspect of it.** *Oathbreaker, Last Hope of the Breaking Storm* consistently came out on top as a popular game element and unsurprisingly, it has become the most profitable item in the entire game. It was purchased twelve times and resulted in a value for the company of about $50.76.

**Conclusion 2: Most of the players of the game are between the ages of 20 and 24, who brought a larger total purchase value than any other age group of players.** 44.79% of the entire players were young adults who brought in about $1,114.06, the largest total purchase value of all the age range groups. On the contrary, the group with the smallest amount of purchases and the lowest purchase value was the age group consisting of players 40 years old and above. This group only had about 13 in-game purchases and brought in a value of only $38.24. In order to study the reason for this disparity, the company could invest resources into what makes this game popular with one group and unpopular with the other.

**Conclusion 3: A majority of the game players are male, who also spent less per person than other gender groups.** Male players outnumbered females and those players who either identified as someone other than male or female or decided to not disclose their gender altogether. Approximately 84% of the players were male, who generally had a lower amount of the average total purchases per player, about $4.07, compared to $4.47 from female players and $4.56 from other/non-disclosed gender players. This difference could result from the fact that there are more players, which result in a lower amount per person. What isn’t given from this analysis the reason why there are more male players than female or other players. As suggested above with the age group disparity, the company can also research outlying factors for the lack of diversity among the gender groups. Once these factors are known, the company could launch focus groups and beta-test new and improved game elements that could attract more female players, thereby increasing game profits.