Summary of Trends for Heroes of Pymoli

A noticeable trend is that on average women and Other/Non-Disclosed spend more money in an average person than the male players. This would suggest that a way to attempt to maximize profits would be to be as welcoming to these people as possible.

By comparing the most popular items and the most profitable, it appears that having a low price on an item is not overly enticing for customers. I would suggest that the company limit pricing things extremely low because only one of the items on the most popular items list was less than two dollars. I would suggest that they look at the items found on the most popular list and see what they had in common in order to net more purchases.

Another noticeable trend is that people in their early twenties seem to be the bulk of the money earned. This isn’t surprising because they are the largest group by age, and this group would be the most likely to have disposable income.