Heroes of Pymoli Conclusions

1. Over 80% of the players are male (Gender Demographics chart)
2. The Final Critic item yields the highest sales (Most Profitable Items chart)
3. Early 20 age players are the most active/engaged with this game (Age Demographics chart)

From these three points the company running the game can conclude it would be best served to drive marketing to the demographic of males aged 20 – 24 (union of Age and Gender charts).

Additionally, creating more purchasable DLC like the “Final Critic”, “Oathbreaker”, “Fiery Glass Crusader”, “Nirvana”, and “Persuasion” would drive greater sales in the game.