Heroes of Pymoli Observations

In this analysis we find that there were 5.8 times more male than female players (652 vs 113). The male players accounted for 82.3% of the total revenue ($1,967.64 out of $2,379.77)

The largest purchase total came from the 20-24 age group and accounted for 46.8% of the total revenue ($1,114.06 of the $2,379.77 total), and this age group spent, on average, $3.05 per purchase.

While the most popular item was “Final Critic”, the most profitable item was “Stormfury Mace”, which was only purchased twice. Is there a reason why it’s not popular in the 20-24 age group? How do we generate more interest in “StormFury Mace” within the 20-24 age group?