1. The Heroes Of Pymoli game is very popular among Male population with over 84% of the players being male. While this population is the core, the company should attempt to make inroads into the other genders as well.
2. Average purchase price, however, is higher among female, around 10% higher than male. This fact vindicates the necessity to target female population as well.
3. Not surprisingly the game is most popular among youngsters, with around 75% users in the 15-29 age group. Same is observed with Purchase Value & Avg Purchase per Person. Again, an opportunity to make inroads into 40+ age group while retaining the core segment.
4. Oath breaker, Last Hope of the Breaking Storm, Nirvana and Fiery Glass Crusader are among the most popular games in terms of Purchase count and value.