

Goal for data set is to create summary tables to identify the kind of player demographic and profit trends for Heroes of Pymoli. From my analysis I found:

1. Males make up 84% of total player for Heroes of Pymoli, but on average purchase similar to female players.
2. 45% of players are aged between 20 and 24 and are also the group with the highest total purchase value. Marketing game to males between 20 and 24 would make the most sense.
3. Finally, when looking at the most profitable and most popular items, Final Critic came out to be top item purchased.