The objective of this assignment was to perform data analysis on add on purchases for the Heroes of Pymoli video game a provide a trends. After some analysis the following conclusions were made:

1. There were more males making purchases than female or Other/Non-Disclosed.
2. The majority of players were in the age group of 20-24.
3. The average purchase price of a feature was low, under $5 making it affordable for all gamers.

Marketers could take data from this file to market to existing customers and figure out how to retain existing customers, upsell, and even cross sell. Since the total number of players over fourteen is only 12, marketing add on to this group would not be profitable.