Heroes of Pymoli Data Observations

* Since 84% of our player base are males, we need to create more items that will attract our male fan base.
* Even though the majority of our players are in the early 20s, players that are 10 and younger seem to spend the second most amount of money on average. We can increase the price per item and still expect the purchases to be roughly around the same.
* Including a new data column that tracks the type of item being sold would benefit us in figuring out what our fan base prefers to buy based on their gender and age.
* Upon researching sales of items, it seems like Oathbreaker, Last Hope of the Breaking Storm is a fan favorite, even with an above average pricing. We can increase its price by 10% or release similar items that will match the aesthetics or the power of the item.