Heros of Plymoli

1. The more profitable games are popular items with higher item price. For example, Extraction, Quickblade Of Trembling Hands with purchase count of 9 at $3.53 per purchase has a total purchase value of $31.77. When compared to Final Critic with count of 8 at $4.88 with a total purchase value of $39.04.
2. 73.8% of the male gender and 71.7% of the female gender do not purchase more than one game. 28.3% of the female gender and 26.2% of male gender purchased more than one game. Advertisement should be targeted towards increasing the female players since that will increase the probability of a higher number of game purchases.
3. Most players are within the age range of 20-24 across male and female gender.