Heroes of Pymoli:

In this data set we see a few trends stand out for customers purchasing add ons in the game Heroes of Pymoli. The first observable trend is the men hold the highest amount of players which correlates to them have the highest total purchase value. However, females are willing to spend more on their add on items having a higher average purchase total per person and an average purchase price. The second observable trend is that ages 20-24 have the highest purchase count which correlates them to have the highest total purchase value. Similar to females though, the age group of 35-39 are willing to spend more on their add on items as well. The third observable fact is that the top three most popular are also on the most profitable list. These three stick with the trend that to be most profitable the item price needs to be over $4. This shows that despite the cost being over $4 these three are commonly used by users and seen as helpful.