**Conclusions**

* Spending based on Gender:

The majority of ‘Heroes of Pymoli’s’ population is played by males, so the “Total Purchase Value” will show the largest amount due to volume alone. However, the “Avg Total Purchase Per Person” is greater for female players. Suggestion – find ways to increase the female player base (cosmetics, events, and promotions) for more revenue and growth in the gaming community.

* Spending based on Age:

Most of the players fall between age ranges 15-29, and high activity for spending occurs here as well. Age range 35-39 has the most spent per person, but the number of players start to fall off from age 30 onwards. Suggestion – find ways to increase game downloads for age range 30-39 (maybe a casual or “AFK” game mode) since they are willing to spend more.

* Item Shop Popularity and Profitability:

The popular items exist due to being very powerful (Best in Slot) or good value over time spent in-game. The most profitable items are generally the most powerful which whales like to pick up. Suggestion – implement a PvE leaderboard / arena mode and instill a sense of competition which will drive those wanting to be on top to spend. Also, expanding equipment slots creates a need to buy more in order to max out their character(s).