Heroes of Pymoli

Data reflects that game has generated $2,379.77 and total 780 purchase were made. Average transaction amount was $3.051. Data suggest following trends

1. Game is very popular among male player compare to female player, therefore company should add more features to attract female players. This can attract more revenue and increase the popularity of the game
2. Data suggests that game is popular among the age group of 20-24. Almost 44% of the players belong to this age group, however 27% player are from the age group of 25-40. Company needs to focus upon other age groups to expand its market and increase its revenue.
3. Maximum revenue generated from single item was $50.76 and maximum price for the product was $4.90. Based on the study, company need to offer more products to generate more revenue