Heroes of Pymoli

Report

Using the data we were given, we can report the following:

* The persons that identified as male constitute the majority of our buyers. They are 84% of our buyers, they spent over $1, 967.
* Most of our buyers are between the ages of 20-24 years old. This can be explained because at this age the have their own income and they have no families to support. We suggest investigating the marital status for the next report.
* The age group that bought the least is the group over 40, however we should invest more in our second lowest group which is the kids under 10. People over 40 are less likely to play games but if we invest in more games for toddlers, their parents could buy them.
* Our most popular game is Final Critic as well as our most profitable making $59.99 and a purchase count of 13 games sold.

We can conclude that our primary buyer is a male between the ages of 20 and 24. We suggest targeting women and kids under 10 for the next term. We also suggest to keep the investment for Final Critic, given it is our most popular and profitable game.