Heroes of Pymoli Analysis:

1. The age range that purchases the most items are 20-24 year old’s and it shows that with the gender analysis the 20-24 age range are mostly males.
2. The average purchase total per person by gender is not very far off from each other. However, even with less purchase counts, the female purchase average is more by 40 cents than the Male’s ($4.07). Furthermore, with the least purchase count, the other gender category has the highest average purchase per person, $4.56.
3. The most purchased optional item in Heroes of Pymoli is “Oathbreaker, Last Hope of the Breaking Storm.” It is not the most expensive item, however it seems to attract consumers possibly for its advantages in the game.
4. The <10 age range has a higher avg purchase price than the 20-24 age range which has the highest purchase count and percentage of total players in the game. The <10 age range also has the highest avg purchase total per person in their age range which possibly means the younger demographic (<10) spends money on more expensive items.