# Conclusions from Heroes Of Pymoli

1. Average player by demographic

Through analysis of the given data, we are able to find that the average Heroes of Pymoli player is between the age of 20 and 24, as this demographic is responsible for 44.79% of the total player base.

1. Average players purchase total

As there have been a total of $2379.77 spend of game items by the player base of 576 players, the average player is expected to spend $4.13.

1. Purchase amount through each age demographic

Despite the varying age of the players, each age group is making a similar amount of purchases when comparing to the total amount of players. This is illustrated where 76.74% of the player base being between 15 and 29, are still only responsible for 77.17% of the total purchase amounts.

This means that there is an consistent amount of payments being made by each demographic. To increase spending for the main age groups, Heroes of Pymoli could add new items or features such as clan clothes or items with complimenting abilities or colourways. This could encourage players playing in groups to purchase this items to increase their experience as team.