Heroes of Pymoli

After analysis of the data provided the below are some of the trends noticed.

1. Purchasing analysis: There where 183 unique items purchased with an average price of $3.05. The total revenue earned was $2380 with 780 total purchases. With such a high number of purchases the average purchase price can be increased by increasing slightly the price of high moving item.
2. Gender demographics: The data shows that 84% of the players are male. There is opportunity to bring in more female players.
3. Purchasing analysis by Gender: The data shows that, though the purchase count of females is way less than the males, the average purchase price for females are $0.18 more than the males. This shows that bringing more female players can generate more revenue. Also, since the purchase count for males is more, slightly increasing the price of products purchased by males will increase revenue.
4. Age demographics: Almost 45% of the revenue is coming from the 20-24 age group. Almost 75% is between the ages of 15-29. So, this is the age group to target.
5. Top spenders: Lisosia93 is the top spender with 5 purchases. There are multiple people with multiple purchases. It will be a great opportunity to promote package price to increase sales.
6. Popular items: 3 of the top 5 popular items have a price of over $4. Even a slight increase in price of popular items will generate increase sales and revenue.
7. Profitable Items: The top 3 profitable items are also popular. Even a slight increase in price of these profitable items will generate increase sales and revenue.