**Conclusions**

The three conclusions that we can draw from our analysis are that firstly, according to the “Purchasing Analysis (Gender)” part, men purchase at least five times more items than women but at only a slightly lower price per unit than them. This shows that overall, men are much more interested than women in purchasing optional items that enhances their playing experience of the fantasy game “Heroes of Pymoli”. Secondly, according to the “Age Demographics” and the “Purchase Analysis (Age)” parts, among all the people that buy optional items that enhances their playing experience of the fantasy game “Heroes of Pymoli”, almost half of them (44.79%) are between 20 and 24 years old. Lastly, according to the “Most Popular Items” and the “Most Profitable Items” parts, among all the optional items that enhances people’s playing experience of the fantasy game “Heroes of Pymoli”, the “Final Critic” item is the most purchased one and the most profitable one at the same time, closely followed by the “Oathbreaker, Last Hope of the Breaking Storm” item.