

PyMoli Analysis and Table Summary

3 Trends and Observations:

- 1. The majority of players are male (62.05%), and are responsible for 82.62% of the Total Revenue on this analysis, which is \$2,379.77
- 2. The largest age category of PyMoli players falls in the age bracket of 20-24 (44.79%). The second two leading age categories are 15-19 and 25-29, with 18.58% and 13.37% of players respectively. 76.74% of PyMoli players are 15 to 29 years of age.
- 3. The most popular item is, as defined by the item having had the most purchases, is “Oathbreaker, Last Hope of the Breaking Storm”. Additionally, this item is the most profitable item generating \$50.76 in total sales, and has a purchase price of \$4.23.

Total Player Count in Analysis:

Total Players	
0	576

Purchase Analysis:

	Number of Unique Items	Average Price	Number of Purchases	Total Revenue
0	183	\$3.05	780	\$2,379.77

Gender Demographics:

	Purchase Count	Percentage Count by Gender
Gender		
Female	81	10.38
Male	484	62.05
Other / Non-Disclosed	11	1.41

Purchase Analysis by Gender:

	Purchase Count	Average Purchase Price	Total Sales	Avg Purchase Total per Person
Gender				
Female	113	\$3.20	\$361.94	\$4.47
Male	652	\$3.02	\$1967.64	\$4.07
Other / Non-Disclosed	15	\$3.35	\$50.19	\$4.56

Age Demographics:

	Total Count	Percentage of Players
Age Category		
<10	17	2.95
10-14	22	3.82
15-19	107	18.58
20-24	258	44.79
25-29	77	13.37
30-34	52	9.03
35-39	31	5.38
40+	12	2.08

Purchase Analysis by Age:

	Purchase Count	Average Purchase Price	Total Purchase Value	Avg Total Purchase per Person
Age Category				
<10	23	\$3.35	\$77.13	\$4.54
10-14	28	\$2.96	\$82.78	\$3.76
15-19	136	\$3.04	\$412.89	\$3.86
20-24	365	\$3.05	\$1114.06	\$4.32
25-29	101	\$2.90	\$293.00	\$3.81
30-34	73	\$2.93	\$214.00	\$4.12
35-39	41	\$3.60	\$147.67	\$4.76
40+	13	\$2.94	\$38.24	\$3.19

Top spenders:

	Purchase Count	Average Purchase Price	Total Purchase Value
SN			
Lisosia93	5	\$3.79	\$18.96
Idastidru52	4	\$3.86	\$15.45
Chamjask73	3	\$4.61	\$13.83
Iral74	4	\$3.40	\$13.62
Iskadarya95	3	\$4.37	\$13.10

Most Popular Items:

		Purchase Count	Item Price	Total Purchase Value
Item ID	Item Name			
178	Oathbreaker, Last Hope of the Breaking Storm	12	\$4.23	\$50.76
145	Fiery Glass Crusader	9	\$4.58	\$41.22
108	Extraction, Quickblade Of Trembling Hands	9	\$3.53	\$31.77
82	Nirvana	9	\$4.90	\$44.10
19	Pursuit, Cudgel of Necromancy	8	\$1.02	\$8.16

Most Profitable Items:

		Purchase Count	Item Price	Total Purchase Value
Item ID	Item Name			
178	Oathbreaker, Last Hope of the Breaking Storm	12	\$4.23	\$50.76
82	Nirvana	9	\$4.90	\$44.10
145	Fiery Glass Crusader	9	\$4.58	\$41.22
92	Final Critic	8	\$4.88	\$39.04
103	Singed Scalpel	8	\$4.35	\$34.80