

Clement Boit
HeroesOfPymoli analysis

1. Even though there are more male playing the game, female tend to spend more on average by \$0.40 cent
2. The age range 20-24 is the most populated, as a group they make the most number purchase and purchase value. However as individual they are the 3rd group of average total purchase per person (1st is 35-39 and 2nd <10)
3. The most popular item is also the most profitable item.