**Heroes of Pymoli Synopsis [Updated 6/28/2020]**

Andrew Cliffe

**KEY POINTS**

From the Purchasing Analysis (Total),

* Total Revenue at $2,379.77 is low.

From the Gender Demographics & Purchasing Analysis,

* the bulk of the players are male (84.03%);
* females out-purchased males per-purchase by $0.40/Person;
  + females $4.47 Avg Total Purchase per Person
  + males $4.07 Avg Total Purchase per Person
* Other/Non-Disclosed Avg Total Purchase per Person at $4.56 out-performed both females and males.
  + As this transaction-price point is higher than females & males, understanding underlying reasons for why this segment falls into Other/Non-Disclosed could help in targeting this market segment to increase sales.

**UPDATED**

From the Most Popular Analysis,

* Only two games exceeded a purchase count threshold of 10
* Item Price is weighted; for instance, Final Critic
  + sold at price points $4.19 and $4.88,
  + but never at the $4.61 weighted average Item Price in the analysis.

From the Most Profitable Analysis,

* The top two games, ‘Final Critic’ and ‘Oathbreaker, Last Hope of the Breaking Storm’ were both the most popular and most profitable games, in the same order.
  + Nirvana was in the top 5 of both lists as well.