**Heroes of Pymoli Synopsis**

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**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.