Observations

1. Males are main audience that Heroes of Pymoli. This is evident by the fact that 84% of 576 players are males. Additionally, of the $2,379.77 the game has made from in game purchases $1,967.64 is from male players
2. The most profitable age group is 20 – 24-year-olds. This age group makes up 44.79% of the total 576 players. Additionally, of the $2,379.77 the game has made from in game purchases nearly half of this comes from 20 – 24-year-olds ( $1,114.06).
3. Heroes of Pymoli cannot rely on a few players to generate revenue instead they should try to push lots of players to buy one or two items. This is evident by the fact that out of the 576 players only one bought more than 4 items and the player that spent the most spent $18.76.