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. The most popular item in the game is the Final Critic. This item has the most purchases of any item (13) and has generated the most revenue of any item $59.99