**Heroes of Pymoli Trends**

The gender demographics of purchased games were mostly male, outnumbering female buyers by about 70%. Male customers also displayed around five times the number—168 to 32—of repeat purchases than female customers. Thus, the purchase values of both genders showed a similar ratio--$1900 to $350. As average prices of each purchases go, the differences among genders weren’t significant. Individual purchase averages, however, will usually be greater than total averages due to repeat customers.

The age demographics displayed a standard bell curve with a very slight skew towards younger than older people: the age group ranging from 20-24 contained the greatest number of customers followed by group 15-19. The number of customers wane evenly towards both ends of the demographics. Assuming from these two datasets, it’s safe to say that games are mostly purchased by teenage and young adult males.

The estimated range of purchases made by individual customers is between $3 - $19 with no more than 5 games purchased per person. “Oathbreaker” turned out to be both the most popular game and most profitable, followed by “Nirvana,” then “Fiery Glass Crusaders.” I would’ve liked to see if they were developed by the same company to figure out whether one or two companies showed significant popularity differences.