**Heroes of Pymoli**

Game’s purchasing data analysis

1- Heroes of Pymoli has a total of 576 players. These 576 players have purchase 780 items of the 183 unique items available for purchase, generating a total revenue of $2379.77.

2- Gender demographics indicate that majority of the players are males (84.03%), followed by females (14.06%). The remaining 1.91% of the players didn’t disclose their gender or marked it as other. Males generated a total purchase value of $1967.64 while females only a $361.94

3- The age group 20-24 has the major percentage of players (44.79%), followed by 15-19 (18.58%), and 25-29 (13.37%). These age groups generated a total purchase value of $1114.06, $412.89, and 293.00 respectively.

4- Lisosia93 was identified as the top spender (total purchase value $18.96). Oathbreaker, Last Hope of the Breaking Storm was identified as the most popular and profitable item with a total purchase value of $50.76.