**Heroes of Pymoli Analysis**

1. First thing that I noticed was that while males do dominate in the player percentage, it is actually the females who spend more money on average. In fact, of the three categories, males spend the last on average of total purchases at $4.07, while women come in at $4.47, and Non-Disclosed is at $4.56. While males might be buying things more frequent, the company will make more money on females. This would advise the company to target females more while advertising as this will create a greater return on investment.
2. From looking at age demographics we see that the bulk of the sales comes from the 20-24 age bracket. Not only does this group count for a large percentage of the players, but also more than double the total purchase value compared to any other age group. This would probably have something to with this being a college age group with more free time but also having money to spend.
3. The last thing I noticed is that there is not a lot of repeat buyers. While we don’t have access that shows how long this data was collected for, we do see that the highest purchase count is 5 items, while a majority seem to be 3 and under. I would advise the company to see how they can get more returning customers.