1. When analyzing the data frame that is grouped by age, it is evident that the “20-24” age group spent the most money on optional items for the game *Heroes in Pymoli* as this group far exceeded the other groups in purchase count and total purchase value. This is most likely due to the fact that they represent 44% of the population but could also be attributed to this age group being very young and active in gaming but old enough to have a job that will give them extra money to spend on leisure activities like gaming.
2. When analyzing the data frame that is grouped by gender, you can see that males represent 84% of the population which suggests that males are more prevalent in the gaming community. However, an interesting finding is that females, on average, spent more on individual optional items than males even though they are far underrepresented.
3. When analyzing the last two data frames that are grouped by item, it is clear that the “Oathbreaker, Last Hope of the Breaking Storm” item is the item that is most sought out as this item ranked highest in both popularity and profitability. If I were a part of the *Heroes of Pymoli* marketing team, I would focus heavily on promoting this item and maybe increasing the price to build more revenue.