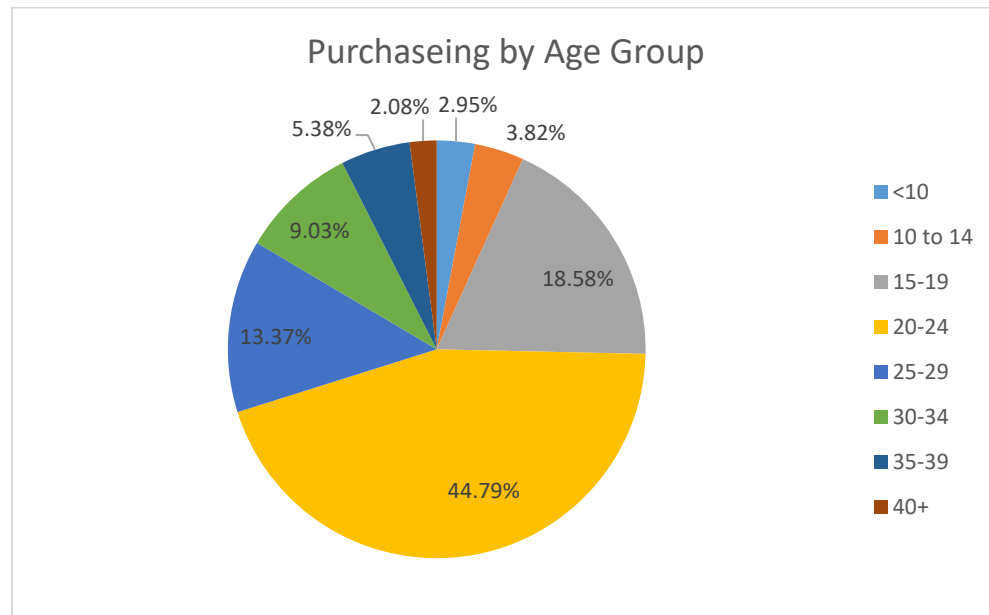


## HeroesOfPymoli starter Analysis

After looking at the data, I've been able to make so meaningful observations that there are a number of important trends in the HeroesOfPymoli games and players. From the data available, it is clear that men are the top video game players — 84.03% of players to be exact. It is not surprising that Men play more than any other gender. In fact, statistically, they are more likely to play video games. [1]

I made several interesting observations:

1. While doing purchasing analysis based on gender, the **Avg Total Purchase per Person** seem to be higher in those whose gender is identified as other/undisclosed and women.
2. There are several different age groups who purchase video games, with the highest percentages in those between the ages of 15 to 29, which indicates that teenagers and young adults have more time to play video games.



3. Another interesting observation is that those in the 20-24 age group are the ones spending the most on video games — \$1,114.06 to be exact.
4. The most popular item purchased is a game called **Final Critic**.

In conclusion, video games are widely played but are most popular among the 20-24 age group and the company should market more games like Final Critic to them.

1. Lenhart, Amanda; Jones, Sydney; Macgill, Alexandra Rankin (7 December 2008), [Pew Internet Project Data Memo](#) (PDF), [Pew Research Center](#).