Heroes of Pymoli Data Analysis

Federico Lopez

Conclusions:

* Taking a look at the age analysis table, we can conclude that we could focus our efforts in trying to sell this game to people in their 20's for they make up more than half of our customers.
* Analyzing the data by gender we can infer that our game is mostly being enjoyed by males, yet females and non-disclosed on average spend more on the game.
* Reviewing the most profitable and most popular items, and comparing their total purchase value to the total revenue of the game, we can deduce that we don't have any items that are way more popular than the average.

Things that could be done to make the analysis better:

* We could compare the total purchase value of the most popular items and the most profitable items to the total revenue of the game in percentage to see if we could make less items and make each more profitable.