**Heroes of Pymoli.**

As Lead Analyst for an independent gaming company. You've been assigned the task of analyzing the data for their most recent fantasy game Heroes of Pymoli.

Like many others in its genre, the game is free-to-play, but players are encouraged to purchase optional items that enhance their playing experience. As a first task, the company would like you to generate a report that breaks down the game's purchasing data into meaningful insights.

There is a total of 576 players with a number of Unique 183 items. Players bought 780 items with a total revenue of $ 2,379.77

84% of the players are Male which is a normal trend in the video game industry.

76,74% of the players range in the age between 15 and 29 where the most concentrate in the range of 20-24 with a total purchase value of $1,114.06.

Oathbreaker, Last Hope of the Breaking Storm is the most profitable and popular item. 12 users bought it with a total purchase value of $50.76

Lisosia93 was the top spender with a total purchase value of $18.96

The recommendation for the company is trying to create new games that could reach older and female players by launching new type of games attractive to other gender and age range.