**Heroes Of Pymoli Data Analysis**

*Observation 1: Gender Demographics and Purchasing Analysis*

It’s notable that the majority of players are male at 484 count (84.03% of total players) but the amount revenues per purchase are higher among the Females at $3.20 average purchase versus $3.02 for males.

*Observation 2: Age Demographics and Purchasing Analysis*

The majority of players are within the 15 to 29 year old age bracket at 76.7% of the total players, this is also the age bracket where the majority of revenues are produced (76.4% of total revenues).

*Observation 3: Popular In-Game Items and Profitability Analysis*

The most popular purchased items in the game (Final Critic, Oathbreaker, Last Hope of the Breaking Storm, Fiery Glass Crusader) were also generally the most profitable at $59.99, $50.76, and $44.10 total purchase values.