Looking at the DataFrame, the game Heroes of Pymoli currently have 576 players with 780 purchase transactions, meaning some players are making reoccurring in-game purchases. The players in the game are predominantly Male (> 83%) where most players fall in the age range of 15 to 29 with concentration in the 20 to 24 range. Being the major gender group in the game, Male players have spent a total of $1967.64 in game, accounted for 652 of the total purchase transactions.

The most sought after and most profitable in-game items are Final Critic and Oathbreaker, Last Hope of the Breaking Storm. Despite being higher priced, they are the most purchased in-game item.

Hence, in order to further promote the game and increase the purchase transaction, the game can target Male players of the age range (15 to 29) and have a special discount on the top 3 most purchased in-game item.