**Heroes of Pymoli’s – Trend Analysis**

1. **Gender Analysis:**

Of the 576 total players in Heroes of Pymoli, male players make up most of the player base. The total number of male players in the game is 484, which is 84.03% of all players. A review of their purchasing data in Figure 4, shows that male players also have the highest purchase amount (652) and total purchase value ($1967.64). However, male players also have the lowest average purchase price and average purchase price by gender. This trend would indicate that they buy a wide variety of items at different price points as opposed to their counterparts who may purchase items that have significant value to their respective play style.

1. **Age Group Analysis:**

Players from the age of 20 to 24 make up approximately 44.79% of the total players in Heroes of Pymoli. This age group also accounts for the highest total purchases (365) and total sales ($1114.06). If we could extrapolate data for hours played, we could confirm that players in their early 20’s record the highest number of hours played. In other words, players in this age group invest more of their time into the game and their character which explains why their purchasing data is so high. Another interesting trend takes place around the 20 to 24 age group. We can also see that for age groups 15 to 19 and 25 to 29, total purchases and total sales are also high. Based on this analysis, I would recommend our target age group for future sales to be from 15 to 24.

1. **Popular Items:**

In comparing the figures for Top Items purchased by amount sold and Top Items purchased by total price, the items at the top of these charts are similar. These items must provide the players with significant value that makes them so desirable to own. A possible sale on the top 5 items by amount sold may entice other players to purchase them increasing profits.

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