**HEROES OF PYMOLI ANALYSIS**

Main Highlights:

1. The results of the analysis show that the game is more preferable by male than by female. Out of 576 players 84% of them are male.
2. The same result has been valid for the total purchases by gender, which also show that 652 purchases out of total (780) are made by male.
3. With regards to the age demographics, this game is most preferable by the group age 20-24, who account for 47% of the total players. In general, the game is preferable mostly by group age of 15-24, who account for approximately 65% of the total.
4. The analysis of the 2 last tables (“Most Popular Items” and “Most profitable items”), shows that the most popular and profitable item is “Oath breaker, Last Hope of the Breaking Storm”, due to high volume of purchases. However, the most popular items are not necessarily the most profitable ones.