**Heroes of Pymoli Purchasing Data Analysis**

From the Gender Demographics data, we can conclude that most players of Heroes of Pymoli are male (84.03%) versus female (14.06%) and non-disclosed (1.91%). However, we can conclude that female players may spend more on average even though there are more male players.

From the Age Demographics data, we can see that the most players are between ages 20 and 24. Maybe these are college students that are spending their loan money? From the Purchasing Analysis by Age data, we can see that the older players (40+) tend to spend the least amount on average.

From the Most Popular Items data, we can see that the “Final Critic” has the highest number of purchases. It also seen that that item is also the most profitable of all the items. Likely, this is an essential item for the game?