Hello Team,

During my recent analysis of the purchase data for our new game, Heroes of Pymoli, I have found there to be a few trends that stand out and provide more insight into the purchasing habits of our players. The first trend relates to the gender of our players; while there are far more purchases made by males than females (652 purchases vs. 113 purchases), the average total purchase price per person is $.40 more for females than males. This means that even though females are making fewer purchases (per this data), they are buying some of the pricier items we offer in the game. This trend may lead to more opportunities in marketing higher priced items to the female players, so they more frequently purchase these items.

We have also discovered through this data that people between the ages of 20-24 are making the most purchases. They account for $1,114 of the total purchase value of sales. Targeting this age group to play the game would be helpful to bring the in-game purchases up.

Finally, through this data we can identify the most popular items for purchase. The Final Critic and Oathbreaker, Last Hope of the Breaking Storm are the most popular items for purchase. Highlighting these items in the game may drive more sales of these items.

Hopefully these trends are helpful in determining what age groups, items, and genders to focus on when marketing and highlighting in-game purchases.

Thank you,

Grace