***Observable Trends from Heroes of Pymoli Dataset***

1. Though we acknowledge that males and females make up dissimilarly sized portions of the player base, their buying patterns are nearly identical. Both male and female players purchase about 1.36 items per user, and their share of total item revenue is commensurate with their share of the population of players. We can conclude that female players will spend just like their male counterparts, and thus should not be neglected in future marketing efforts.
2. As with our gender analysis, there does not seem to be an age group that spends an outsized amount of money relative to its representation in the player pool. Players older than 35 tend to be more enthusiastic buyers, purchasing more than 1.55 items per user compared to roughly 1.3 items per user in our largest age group, 20-24. However, the older players make up a small enough portion of the population that I would not suggest pivoting our behavior based on this this data alone.
3. The Retribution Axe is by far our most profitable item, generating 25% more revenue than the next closest item. This comes despite the item’s high price tag relative to the other items appearing on the Most Popular list. Players’ willingness to buy the expensive Retribution Axe in high quantities may provide insight on how best to design future items with sales in mind.