**Heroes of Pymoli Analysis**



During the analysis of the purchase data record of Heroes of Pymoli, the data was split into two major categories: Players Gender and Age. This approach created the opportunity to understand each demographic better and what things to focus on to increase profitability.   
  
Three noticeable trends observed are as follow:

1. The game is mainly composed of male players with 84% but females spend an average purchase amount of 40 cents of a dollar more than males.
2. The players are predominantly between the ages 15 and 29 years old with a combined 76.74%. The major age group is between 20-24 years old with 44.79% but players between the ages of 35-39 years old are the highest spenders with an average total purchase per person of 44 cents of a dollar more than players between ages of 20-24 years old.
3. Due to in-game item prices being similar, the most profitable and popular items are mostly the same.

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