**Heroes Of Pymoli Data Analysis**

-The 20 – 24 yo age group is the biggest age demographic for the game accounting for 44.79% of the overall players. The two lowest volumes of players by age are the <10 yo group at 2.95% and the 40+ group at 2.08%.

-The overall total revenue from the game is $2,379.77.

-From the business standpoint, the 35-39 yo age group would be a goo place to focus the marketing efforts. Even though their total purchase value is relatively small ($147.67) in comparison to some other demographics, they spend the most on average per purchase ($3.60).

-Item number 178, the Oathbreaker, Last Hope of the Breaking Storm is both the most popular item at 12 overall purchases, and the most profitable item at a total purchase value of $50.76.

-The player with the Screen Name Lisosia93 is the most prolific buyer with 5 purchases. This player has spent a total of $18.96 with an average purchase amount of $3.79.

-Of the all the active players, the vast majority are male (84.03%). There also exists, a smaller, but notable proportion of female players (14.06%).