

Heroes of Pymoli

There are several points to consider when reading the “Heroes of Pymoli” analysis. I selected these specific points to highlight:

- 1- Inside the section called “gender demographics analysis”; males represent a much bigger number than females considering overall users ID. Data shows that males spend more money than females if we consider the Total amount spent for both genders. However, it is important to highlight that females spend more money per individual as an average (\$4.47) than males (\$4.07).
- 2- One of the clearest trends showed by the data is that users between 15 and 39 years old represent by far the biggest category regarding money spent. According to this idea, usernames between 20-24 years old represent the highest overall total purchase value of \$1114.06.
- 3- There are two items that look to be the most popular from the Items list. “Final Critic” and “Oathbreaker, Last Hope of the Breaking Storm” represent the items with the highest level of purchase by the users with 13 and 12 respectively. These two items also represent the highest total purchase value compared with the rest.