* Based on the data, I was able to find that the highest amount of purchases among the 576 players was in the age range of 20-24. 20-24 year olds had a purchase count of 365, with the next highest purchase count being 135. However, this higher purchase count is also occurring because 44.79% of the players of Heroes of Pymoli are in the age range of 20-24. Using this data, Heroes of Pymoli could target their players of this age to upsell them or cross sell them on certain expansion packs or upgrades.
* Although less females than males in terms of overall players, females had an average purchase price and average purchase price per person that was greater than that of Males.
* The most popular item was Oathbreaker, Last Hope of the Breaking Storm and the most profitable item was also Oathbreaker, Last Hope of the Breaking Storm. Due to the high volume of purchase counts, although it was not the highest priced item, Oathbreaker, Last Hope of the Breaking Storm was the most profitable item.