HeroesOfPymoli analysis

JAP 7/6/2021

1. There are more male customers (652) that make purchases in Heroes of Pymoli than female (113) or Other/non-disclosed (15) individuals.
2. Though male customers make up the bulk of the purchasing individuals, female players tend to spend more ($4.47) per purchase when compared to their male counter parts ($4.07).
3. The most prevalent demographic of player that made a purchase is in the 20-24 age range; this age range also made up a large percentage of total purchases by spending $1,114.06.
4. The most purchases made by any individual was 5 total purchases, spending under $20.
5. The most purchases were associated with ‘Final Critic’ at approximately $60.