**Heroes of Pymoli Analysis**

The purpose of this paper is to draw conclusions based on the Heroes of Pymoli data. The paper will focus on the following three focuses: demographics (based on gender and age), best sellers (based on profitable and popular) and spending.

For my first conclusion, when looking at the demographics of people who purchased game items, males tend to outspend both females and other/non-disclosed in terms of total amount by almost 6x the amount. On average total purchase per person, males are not the big spenders. (fig 1.)

A screenshot of a computer

Description automatically generated with medium confidence

Fig 1

In terms of ages, people who are between the 20-24 (45% of the population) tend to either play and/or spend the most (fig 2.)

A screenshot of a phone

Description automatically generated with low confidence