**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 total purchase value and popularity) 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 as their avg total purchase per person is .40 cents less than females and .49 cents less than other/non-disclosed. (fig 1.)

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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.)

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Fig 2

For my second conclusion, when looking at items and which were the most popular and made the most money, we see that Final Critic not only sold the most but brought in the most Purchase Value at 13 items sold at $60 total (fig 3 and 4.)

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Fig 3 – Most Sold

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Fig 4 – Highest Total Purchase Value

For my final conclusion, Lisosia has spent the most on items at over $3 more than the next person (Idastidru52).

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Fig 5