Heroes of Pymoli Summary

1. The majority of gamers are male (84%). If this company would like to expand its market share, it might consider targeting the female or non-gender-binary demographic.
2. It looks like the majority of purchases were made by the 16-25 years demographic, which highlights a good area for target marketing. For example, where should the game be advertised to increase the number of gamers? Is there cross-advertising that could increase revenue?
3. Four items from the most popular items also appear in the most profitable list. To increase sales, it might be useful to analyze why these items are appealing and create more possible in-game purchases that emulate the attractive qualities of the top five.