1. Observable Trends in Video Game Data
   1. Female Gamers Are More Valuable Than Male Gamers
      1. The average purchase for Heroes of Pymoli player is $3.05. Male gamers make up the majority of our user base (84.03%) and our revenue (82.68%) , but the average male gamer’s purchase ($3.02) is less than the overall average. Female gamers have a higher average purchase total ($3.20) and repeated female purchasers spend 10% more than their male counterparts ($4.47 vs. $4.07). Finding a way to better market Pymoli to female gamers will be essential to growth.
   2. Our Bestselling Items are Special Weapons and Spells
      1. Based on sales numbers, the most popular items tend to be our higher priced weapons (Final Critic, Oathbreaker, Fiery Glass Crusader) and both our higher cost spells (Persuasion, Nirvana) and lower cost ones (Suspension, Demise). Our best-selling weapons’ popularity must have to do with power or damage as their price range is comparable with our highest costing weapons (Stormfury Mace, Endbringer) but their sales outpace the latter by 5/6 fold. The popularity in our product mix bares out when analyzing our best customers. In all of our top 5 most frequent customers, each bought an item greater than our average sale ($3.05) and an item below our average sales that were either spells or enchantments. This is a good indication that even our best weapons aren’t rendering the rest of our product stack useless once acquired.
   3. Most of Our Revenue Comes from Higher Priced Items
      1. Our data shows that the items that contribute most to revenue are our higher priced, more powerful weapons. As we can see by our average sale ($3.05) and the behavior of our repeat customers, Pymoli users who make a purchase don’t start off with our lower tiered products and then transition to more powerful, more expensive ones, they usually start by buying a middle-, upper-tier item. Our lower-priced items don’t seem to be funnels or entry points to our higher-tier ones, but momentary boosts or restarts to continue playing. Knowing that our high-priced items are not less likely to sell based on their price, we should experiment with pricing changes to our most popular weapons (Final Critic, Oathbreaker, Singed Scalpel)and our lower priced spells (Pursuit, Suspension, Demise) so we are maximizing revenue and playtime on our platform.