# Heroes of Pymoli

# Purchasing Data Analysis

Heroes of Pymoli earn money encouraged players to purchase items that enhance their playing experience. In this analysis I answered on next questions:

1. What is the most popular item for purchase?
2. What is the most popular age of players?
3. What gender play and spend more?

**Most popular item for purchase**

**![Table

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Fig.1. Most popular item

As we can see on the Fig.1 the most popular items are the Final Critic and Oathbreaker, Last Hope of the Breaking Storm. They have the biggest purchase count and total purchase value. At the same time, both of them are the most profitable items as well.

**Most popular are of players**

**![Table

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Fig.2. Age Demographics

After we separate players by age groups, we see that the age of the main audience of the game is 15-30. Most players have age between 20-24.

**Gender analysis**

**Table

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Fig. 3. Gender Demography

**Table

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Fig.4. Purchasing Analysis (Gender)

As we can see on the picture above males not only play more, but they spent much more than other players.