

Data Analysis Report

for the game Pymoli of Heroes
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In order to analyze the purchase data of the fantasy game Pymoli of Heroes, we used a database of 779 items as a resource. In it we had information such as the items purchased by each player and their respective ages. Through this, we generate the following insights:

The game reaches more the male audience which made 84% of purchases. While the female audience represents 14% and others less than 2%. Despite this, women consume on average \$ 0.40 more than men and those who consume more per person, according to the averages, are classified as others.

	Total Count	Percentage of Players
Male	484	84.03%
Female	81	14.06%
Other / Non-Disclosed	11	1.91%

	Purchase Count	Average Purchase Price	Total Purchase Value	Avg Total Purchase per Person
Female	113	\$3.20	\$361.94	\$4.47
Male	652	\$3.02	\$1,967.64	\$4.07
Other / Non-Disclosed	15	\$3.35	\$50.19	\$4.56

Regarding age, the largest number of consumers is between 20 and 24 years old, representing almost 45% of the players. Despite this, we can see that approximately 3% of players are 10 years old or younger and approximately 2% are 40 or older. Which makes us conclude that it is a game for all ages. In addition, the highest average purchase per person is for those aged between 35 and 39 years.

	Total Count	Percentage of Players
Age Ranges		
<10	17	2.95%
10-14	22	3.82%
15-19	107	18.58%
20-24	258	44.79%
25-29	77	13.37%
30-34	52	9.03%
35-39	31	5.38%
40+	12	2.08%

	Purchase Count	Average Purchase Price	Total Purchase Value	Avg Total Purchase per Person
<10	23	\$3.35	\$77.13	\$4.54
10-14	28	\$2.96	\$82.78	\$3.76
15-19	136	\$3.04	\$412.89	\$3.86
20-24	365	\$3.05	\$1,114.06	\$4.32
25-29	101	\$2.90	\$293.00	\$3.81
30-34	73	\$2.93	\$214.00	\$4.12
35-39	41	\$3.60	\$147.67	\$4.76
40+	13	\$2.94	\$38.24	\$3.19

The highest number of purchases per person was 5, totaling \$ 18.96. And the most consumed item was 92 - "Final Critic", with 13 purchases in total. Soon after comes 178 - "Oathbreaker, Last Hope of the Breaking Storm" with 12 purchases. Items 82 - "Nirvana" and 103 "Singed Scalpel", despite not being among the 5 most popular items, gain space in the ranking of most profitable items for having relatively high prices.

	Purchase Count	Average Purchase Price	Total Purchase Value
SN			
Lisosia93	5	\$3.79	\$18.96
Idastidru52	4	\$3.86	\$15.45
Chamjask73	3	\$4.61	\$13.83
Iral74	4	\$3.40	\$13.62
Iskadarya95	3	\$4.37	\$13.10

		Purchase Count	Item Price	Total Purchase Value
Item ID	Item Name			
92	Final Critic	13	\$4.61	\$59.99
178	Oathbreaker, Last Hope of the Breaking Storm	12	\$4.23	\$50.76
145	Fiery Glass Crusader	9	\$4.58	\$41.22
132	Persuasion	9	\$3.22	\$28.99
108	Extraction, Quickblade Of Trembling Hands	9	\$3.53	\$31.77

		Purchase Count	Item Price	Total Purchase Value
Item ID	Item Name			
92	Final Critic	13	\$4.61	\$59.99
178	Oathbreaker, Last Hope of the Breaking Storm	12	\$4.23	\$50.76
82	Nirvana	9	\$4.90	\$44.10
145	Fiery Glass Crusader	9	\$4.58	\$41.22
103	Singed Scalpel	8	\$4.35	\$34.80