Pymoli Written Analysis

As a freemium fantasy game, *Heroes of Pymoli* generates plenty of data which can be useful to the business to determine how to improve the product, as well as design future games. From my conclusions, the data reveals the following:

1. Men play the most, making up 84% of the games customer base.
2. Men yield the smallest average purchase size of $4.07 per purchase, compared to $4.47 for women and $4.56 for other/decline to disclose. This trend could also be impacted by an inclination of one of the genders to purchase more/less frequently in smaller/larger batches. This must be considered a limitation.
3. The vast majority of the players are between 15 and 25. This suggests interest, but does not necessarily translate into revenue.