**Observables and Trends based on the HerosOfPymoli Analysis**

1. Gender based analysis

Majority of the players were males. Females are only 14.06% and there also were about 1.91% players in the other/non-disclosed category.

The following table shows the results obtained.

A screenshot of a cell phone

Description automatically generated

It is clear that males spent less than other two gender groups on average. Those who are in the other/non-disclosed category spent the most on average. The results are also similar considering the average purchase price. Other/non-disclosed group spent most on a single item. One of the reasons might be, those games are more appealing to females and Other/non-disclosed groups than the males. It may be a good idea to identify games that are more appealing to males in order to increase the revenue.

1. Age Demographics

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Description automatically generated

It is clear most of the players were young adults. About 45% of the players were between 20-24. In fact, 58% of the player were in their 20’s. There were a significant number of players in the 15-19 age group.

1. Purchasing Analysis (Age)

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Description automatically generated

It seems average total purchase per person was highest for the 35-39 age group. Those who are in this age group have more established jobs and earn more. Their average purchase was also the highest among all the age groups. The next highest average total purchase per person was for the children who were less than 10 years of age. Both of these age groups might have bought very specific games regardless of the cost. Other than those two age groups, those who are in the 20-24 age group spent the most based on the personal average and the item-wise average.