Heroes of Pymoli quick observations:

I have made the following conclusion looking at numeric purchase data of Heroes of Pymoli:

The vast majority of players are male players. Out of 484 of all total 576 players are male that is 84.03% of all players. This indicates that males are the dominant customer base for the game.

While the female players are less in purchasing count compare to their male rivals, they tend to purchase most expensive items. This shows female players are spending more on the game than male players by 10% overall spending rate.

The age is also playing a significant role in customer’s purchase behavior. Customers between the age of 20 – 24 are the largest group of buyers. Overall, 258 players out total 576 are between 20 and 24. 44.79% of total players. They also spend the most money overall.

There is also a positive correlation between the most popular and the most expensive items. The most popular items are among the list of top most popular items.