**Analysis Conclusions of Heroes of Pymoli Game**

* Males account for 84% of the users and account for 83% of the total purchase value. Marketing directly to males would assure a high ROI on marketing spend. Alternatively, because non-males account for only 16% percent of the users and 17% of the total purchase value, there is a large potential for increased revenue if non-male players can be convinced to play.
* Ages 20-24 constitute the highest percentage of plays (45%), while 77% of all players range in ages 15-29. Likewise, age group 20-24 spent the most (47% of all dollars spent on the game), while age groups 15-29 spent 76% of all dollars spent. This suggests that marketing dollars spent on age groups 15-29 would return the highest ROI.
* Age brackets 30-34, 35-39, and 40+ have the top 3 out of 4 highest average total purchases per person. This could be due to a higher income level associated with these ages. This means that while, the number of players is lower for these age groups, these users spend more money per person on average and are an important part of the revenue stream.
* 72% of all players who spend money on the game only make 1 purchase – compared to 22% make just 2 purchases. Top spenders average 3-5 purchases per person. If marketing dollars could be spent on encouraging players to make multiple purchases, sales could be increased significantly.