Heroes of Pymoli

3 Observations:

1. Almost 85% of the players are male. Possibly a good idea for marketing & game development to consider a game that females would enjoy in order to create a larger customer base.
2. Over 76% of the players fall into the 15-29 age range, which honestly is not surprising. Another potential opportunity would be to develop a game for the outlying age ranges.
3. It turns out that the 2 most popular purchased items are also the most profitable. Good to take lessons learned form these in order to create more.