*Heroes of Pymoli :Analysis*

*Nick Allen*

* The in-game item “Oathbreaker, Last Hope of the Breaking Storm” seems to be the best seller item at 12 units sold.
* The peak age group (20-24) looks to be the most contributing group in total purchase value at well over $1000.00 in items purchased. This is significant enough to create a marketing strategy to reach out to men between the ages of 20-24.
* Of the 1163 active players, the clear majority are male (84%). There also exists, a smaller, but notable proportion of female players (14%).
* Our peak age demographic falls between 20-24 (44.8%) with secondary groups falling between 15-19 (18.60%) and 25-29 (13.4%).
* Each demographic seems to purchase close to the same amount of items per person at about 1.34 items per person in peak gender demographic, and 1.35 for the secondary groups.