# Pymoli Observable Trends

* Since the given only shows player purchases, we cannot conclude that most players are of any specific gender. However, we can conclude that most purchases are by male players. Likewise, they also account for the greatest stream of income in this dataset. Gender size and total purchase amount are not linked: item price would be distinguishing factor. In this set of data there is not an item priced high enough to tip the scale with the other genders having less than 15% of purchases.
* The age group of 15 – 29 years old is the bread and butter of our revenue flow: ~77% of all sales. The breadth of the purchases came from those under 30 years of age. Players between 35 – 39 year spent more on average, in total per person. The price of items purchased was evenly spread across all age groups. For the 35-39 age group to have the greatest average purchase total per person, with a low purchase volume, this group must be buying higher priced items when the do make a purchase. The data does correlate this conclusion with the average item/purchase price also being the greatest amongst the age groups. To increase revenue from this channel, increase the number of unique high-ticket items may be a good strategy. They may be simply not buying more because our current item offerings are geared to a demographic that prefers quantity (cheap volume).
* If we were to add to our item offerings, one should copy the strategy used to create the “Oathbreaker, Last Hope of the Breaking Storm” item. This item was not only the most popular, but also in the mid-high-priced item category. It seems that players are willing to spend more for well built, quality offerings which they likely deem more valuable in game. Adjusting the spectrum of our item offerings may prove beneficial in targeting not only the 3-39 are range, but all age groups.