Three observable trends based on the data are:

1. We can see that the players of Heroes of Pymoli are predominantly male, as at least 84% of players are men. Because of that, their total purchase value – of optional items to enhance their playing experience – dwarfs that of the female and other/non-specified players, as males accounted for at least 82% of all in-game spending. I use the phrase “at least” because we don’t know what proportion of the non-specified players are in fact male. But based off of what we see from the dataset, total purchase value is relatively proportionate to the gender demographics.
2. Greater than 44% of players are between the ages of 20-24. They accounted for 46% of the total purchase value. The age group with the next highest spending was 15-year-olds through 19-year-olds, at 17%. This means that the bulk of the independent gaming company’s revenue from their most recent fantasy game comes from the first age group mentioned. Should their budget allow for it, they can create a marketing campaign that targets (males in) this age group.
3. There are two tables towards the end of the script that group by the purchasable items in-game. *Oathbreaker, Last Hope of the Breaking Storm* was the item that was both purchased the most often – 12 times, compared to the next closest nine – and made the most money for the company. It may be advisable to increase or tinker with the price of this item, as it seems to be a valuable addition to the players’ experience. The same may be said for *Nirvana* and *Fiery Glass Crusader*; both were popular (in terms of purchases) and high in revenue added.