From the manipulated data collected by Heroes of Pymoli, there are three significant observations we can make.

1. There is a significant difference in male to female ratio where 84.03% are men vs. only 14.06% women. This is significant enough to create a marketing strategy to reach out to young people between the ages of 20-24. However, games are one of the relaxing activities which is preferred by all the age groups. There is a significant number of purchases above 25 years of age group and below 39 years of age group. This can be considered as an important strategy in developing the games for the young and the middle age group people.
2. Of the 576 unique players who made item purchases in the game, Age groups 15-19 and 20-24 are purchasing the most which reflects the highest total purchase value of $412.89 and $1,114.06, respectively. Their combined Total Purchase Values make up 64% of the Total Revenue.
3. 'Final Critic' was the most popular as well as most profitable item. The interesting part of the total data is the item price. As it was not too high, it allows the age group of young 20’s to purchase it comfortably. This way it improves the purchase count there by Total purchase value.