Observable trends based on Data of Heros of Pymoli

1. The game purchases are made by male members who have made 83% of total purchases and contribute to the total purchasing value. It can be assumed that these games cater to the interest of males than females
2. The most popular game is “ Oathbreaker, Last hope of the breaking storm” with 12 purchases. It is also the most profitable of all games. Also it can be seen that the popularity of a game does not depend on the price of it as other games are costing anywhere between $1 - $ 3 Approx.
3. The peak age demograhic shows that players between the ages of 20-24 seem to be contributing to 63% of the total purchases. The company should target this age group in future if it wants to increase its sales.