Heroes of Pymoli Report

By: Riley Williamson

* 84% of purchasing players are males. We should compare this number to average gender ratio for games of this medium. If we have a lower-than-average percentage of female players, then we can look research how to better market to that demographic.
* The distribution of ages appears to be bell-shaped with a small right skew. Younger age groups are slightly more likely to purchase items than older groups that are equal distance for the mean.
* The 20-24 age range is the largest age demographic comprising 44.79% of all players who have made a purchase.
* The majority of purchasers are not making multiple purchases. There is a total of 576 unique screen names from the 780 purchases.