Heroes Of Pymoli observation

1. The biggest spenders by far are in the 20-24 age range and marketing could be targeting them.
2. Also looking at the player base by gender, we can see that the majority of the player base is made up of males. This leaves a big opportunity for marketing to target females and to grow their base and increase their profits.
3. Their two biggest sellers for the game is Final Critic and Oathbreaker, Last Hope of the Breaking Storm. These items are also some of their most expensive items to purchase. By having a sale on some of their most popular items after the player base slowed on buying the items, they can capitalize on other players who wanted to buy them but found them too expensive.