Heroes of Pymoli Trend Analysis

1. While male players generate the most revenue overall, their per-player spending is actually the lowest of all 3 gender groups.
2. Players aged 15-30 constitute the majority of game players, but the drop-off in player activity appears to begin as early as age 25.
3. Most purchase occur from players aged 20 – 24, so it may be profitable to increase marketing to that would be of interest to that age group. This might also help retain players who would otherwise drop-off at age 25.