Heroes of Pymoli

Include a written description of observable trends based on the data.

1. The majority of players are Male at 84.03%. However, Males spend less on average purchase price and average purchase per person.
2. The largest number of players are aged between 20-24. From looking at the percentages, the game seems most popular with people aged between 15 - 29, which is what I would expect from gaming culture.
3. Interestingly, although players aged under 10 make up only 2.95% of the players, they have one of the highest average purchase prices. Since it is unlikely these players have an income, I would expect their parents to be making these purchases. Purchases are also popular with ages 20-24.
4. The most popular items cost more than the average item price of $3.05, with Final Critic being the most popular and profitable at $4.61. Some of the least popular items are less than $2, so price doesn’t seem to be a motivator for popularity