Pymoli

<u>Findings:</u>

- The total revenue generated through item purchases is $2,379
- Most of the item purchases are by Male (84.03%)
- There is no significant difference in Average purchase price by gender.
- The age group 20-24 constitute 45% of the total players who made purchases and also generate the highest revenue.
- Screen Name "Lisosia93" generated the highest revenue among along the players who made purchases.
- Items "Final Critic" and "Oathbreaker, Last Hope of the Breaking Storm" are the most popular as well as the most profitable items in the game of Pymoli.