Heroes of Pymoli: Write Up

Observable Trends:

1. The “Heroes of Pymoli” game is popular among men ages 20-24.
2. While there are many more men in the age range of 20-24 purchasing the game than men of less than 10 years, the avg total purchase per person in this group is lower than men of less than 10 years who make more purchases but there are fewer people purchasing the game.
3. The most profitable item has been purchased only 12 times which suggests the need for better marketing/awareness of this item.