Heroes Of Pymoli Observable Data Trends

1. Men account for the majority of the video game purchases (approx. 81%). However, if we were to look at the normalized total by gender, the normalized total is slightly higher for men but not significantly higher.
2. If we look at the total purchase value by age, we would see that it would create a bell curve that is slightly skewed to the left. The age range with the highest purchase value is the 20-24 year old age group, indicating that this age group have the most resources and interest in purchasing the game.
3. From a financial perspective, it was interesting that none of the “most popular items” made it on to the “most profitable items” list. As a business model this is an opportunity for improvement. Perhaps they can look into translating the popularity of their top 5 games into more generating more of a profit.