**Heroes of Pymoli – Written Analysis**

The purchasing data for the Heroes of Pymoli fantasy game was analyzed for demographic trends by gender and age to determine whether these demographics played a meaningful part in purchases. The game is free to play and purchases are made to enhance the gaming experience so the data should not be used to make assumptions on the popularity of the game overall.

The purchasing data included 780 total purchases from 576 distinct players. The player data was analyzed by gender and the players making purchases were overwhelmingly male at 83% of the total players, and primarily between the ages of 15 and 29 with 76% of sales being made to players within this age group.

Purchases by each player was evaluated by grouping the data by SN and looking at the purchase count, average purchase price and total purchase value. Revenue is not concentrated to any individual players and the maximum purchase value (top spender) was only $18.96 and represented 5 items.

Purchases were grouped by Item ID and Item Name and there were 179 different items purchased resulting in sales of $2,379.77. The top 5 most popular items only accounted for 9% of the total sales indicating that the sales are spread out amongst the various items and not highly concentrated in the top selling items.

In conclusion, the data analysis shows that purchases are spread amongst several players and not concentrated to a small group. The demographic making purchases is largely males between the ages of 15 and 29.