The Pymoli data shows us that the audience for our items are male, however it is not a completely male audience. A complete analysis of the purchase by gender shows that on average women spend more than men on our products. We have a small sample size of those that did not identify as either male or female and although they make up the smallest percent of our data in terms of size and total purchases, they did register the highest average purchases and purchase by players. Concerning age, the data shows that our biggest group is the teenage to early adult players or from 15-29 represents 76.7% of our purchasers. And even with that the next largest group after that is the 30–34-ageage range and the grand total percentage of our players are from age 15-34 is 85.8%. The largest group within that is the 20–24-agerange which alone holds 44.7% of our total market. This is confirmed by our top spenders’ data in which the top 3 spenders are a 25-year-old male, a 24-year-old male, and a 22-year-old female. The 3 most popular items we have are Final Critic, Oathbreaker, Last Hope of the Breaking Storm, and the Fiery Glass Crusader and our 3 most profitable items are Final Critic, Oathbreaker, Last Hope of the Breaking Storm, and Nirvana. The data also shows that one of our most profitable items is not among the most popular and that’s Lightning, Etcher of the King. Another insight concerning Lightning, Etcher of the King is the market for that item is completely male.

Based on this data some recommendations would be not to exclusively cater towards women but also not forget that do make a part of our overall base and maybe gear some promotions or items in items that would be of interest to them. We also would need to target the age ranges that are best represented in the data the 15-29. We would need to know why our 3 top spenders continue to spend on our products and reward them for that as well as use their insights to better market our fewer performing items. We would also need to figure out why Nirvana and Lightning, Etcher of the King are not as popular as our other items. Perhaps that knowing that Lightning, Etcher of the King’s fanbase is completely male means that we could either do things with that item to entice more women to purchase it or we could continue to drill down into why men purchase the items that they do and use that data to entice more males to purchase those items this increasing our profitability and bottom line.