**Conclusions –**

1] ‘Male’ player count is extremely high (84.03 %) as compared to other gender players. This shows, company can focus on Female and other genders and try to bring the new items based on their interests which can increase their percentage in future.

2] Some of the players have bought multiple items than settling on just one. Most of them falls under male gender. But, “Avg Total Purchase per Person” speaks otherwise, its same across all gender players (even though male player count is high)

3] The young players (20 to 24) grab the biggest chunk of “HeroesOfPymoli” and which is kind of expected based on Time, Money and Excitement in hand during that age. With **$1,114.06** in “Total Purchase Value”, they are playing biggest role in company client base.

4] The Final Critic, Oathbreaker, Last Hope of the Breaking Storm and Fiery Glass Crusader continues to show most popular as well as profitable items.