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Tuesday/Thursday Section
Due: March 20, 2018

Heroes of Pymoli – Observable Trends

1. **Other / Non-Disclosed genders spend the most on average compared to males or females, but are the smallest gender group represented. Males are the largest gender group represented, and therefore, are the most profitable gender group in terms of total revenue (Total Purchase Value).**

	Average Purchase Price	Normalized Totals	Purchase Count	Total Purchase Value
Gender				
Male	$2.95	$4.02	465	$1867.68
Female	$2.82	$3.83	100	$382.91
Other / Non-Disclosed	$3.25	$4.47	8	$35.74

	Percentage of Total Players	Total Count
Male	81.15	465
Female	17.45	100
Other / Non-Disclosed	1.40	8

2. **20 to 24 year olds are the game's largest and most profitable (most revenue) age demographic.**

	Total Count of Players	Percentage of Players
Age Range		
<10	22	3.84
10-14	20	3.49
15-19	100	17.45
20-24	259	45.20
25-29	87	15.18
30-34	47	8.20
35-39	27	4.71
40=<	11	1.92

Age Range	Average Purchase Price	Total Purchase Value	Normalized Value Totals	Purchase Count
<10	$3.02	$96.62	$4.39	32
10-14	$2.70	$83.79	$4.19	31
15-19	$2.91	$386.42	$3.86	133
20-24	$2.91	$978.77	$3.78	336
25-29	$2.96	$370.33	$4.26	125
30-34	$3.08	$197.25	$4.20	64
35-39	$2.84	$119.40	$4.42	42
40=<	$3.16	$53.75	$4.89	17

3. **While "Betrayal, Whisper of Grieving Widows" is the most popular item in terms of purchases, the "Retribution Axe" is the most profitable item in terms of total revenue (Total Purchase Value).**

Item ID	Item Name	Purchase Count	Item Price	Total Purchase Value
39	Betrayal, Whisper of Grieving Widows	11	$2.35	$25.85
84	Arcane Gem	11	$2.23	$24.53
31	Trickster	9	$2.07	$18.63
175	Woeful Adamantite Claymore	9	$1.24	$11.16
13	Serenity	9	$1.49	$13.41

Item ID	Item Name	Purchase Count	Item Price	Total Purchase Value
34	Retribution Axe	9	$4.14	$37.26
115	Spectral Diamond Doomblade	7	$4.25	$29.75
32	Orenmir	6	$4.95	$29.70
103	Singed Scalpel	6	$4.87	$29.22
107	Splitter, Foe Of Subtlety	8	$3.61	$28.88