After reviewing the manipulated data collected from Heroes of Pymoli, there are three significant observations we can make.

1. There is a significant male to female ratio for those who play the game. The overwhelming analysis concludes that 84% of the players are male to the 14% being female. The age range that this game reaches out to based on the information provided is 20-24 years old. This age range has its highest number of players making purchases with 365 and spending an average $4.32.
2. Of the 576 unique players who made item purchases in the game men tend to make the most purchases with 652 unique purchases and spending an average of $3 for the period given. The game ‘Final Critic’ was the most popular item with ‘Oathbreaker, Last Hope of the Breaking Storm’ in a close second place purchased in the game.
3. Although ‘Final Critic' was the most purchased, in a Heros of Pymoli it would be beneficial if the game ‘Fiery Glass Crusader' was most purchased with its higher item price of $.51 vs. the $.35 for the Final Critic. An item like this with a higher unit price could contribute to the funding and further development of the game. I believe that the company should consider increasing their prices overall to increase their revenue.