**Heroes Of Pymoli Data Analysis**

* **OBSERVED TREND 1**

*From “Gender Demographics” report, it is very obvious, there are more males participated in the game than female and others category.*

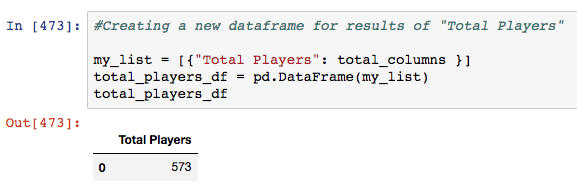
* **OBSERVED TREND 2**

*From “Purchasing Analysis (Gender) report, it shows the average price paid by “Other/Non-disclosed” category is the highest among all others.(Male and Female).*

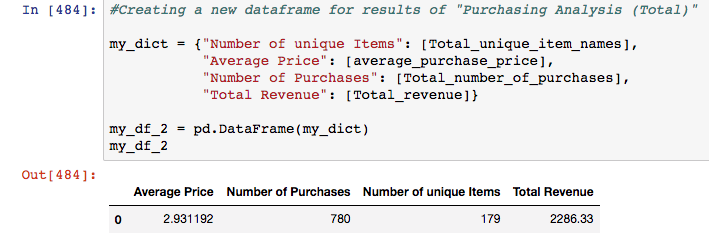
* **OBSERVED TREND 3**

*From “Purchasing Analysis (Age) report, it tells us there are more attendees within age group 40+ . Also higher the price Item , lower the purchase count.*

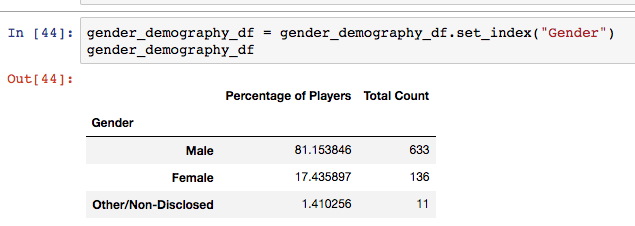
**Player Count**

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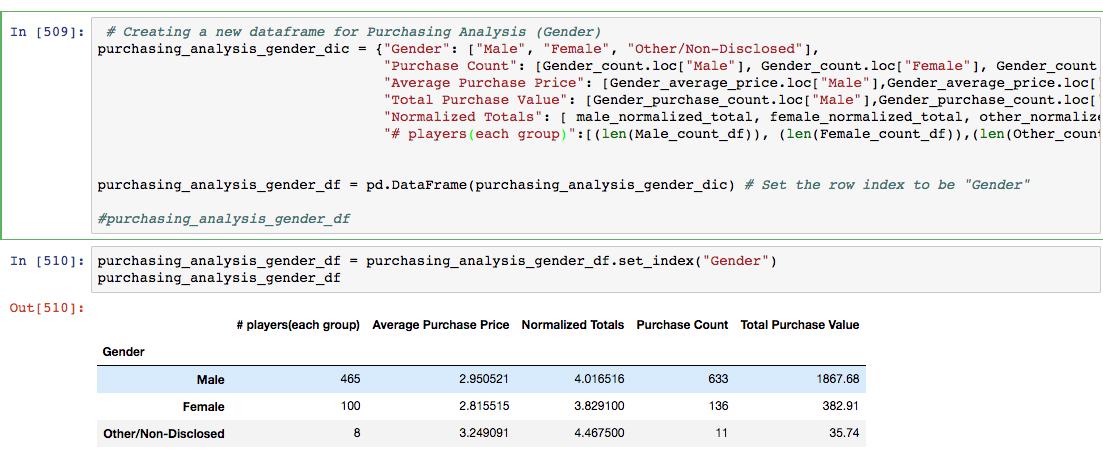
**Purchasing Analysis (Total)**

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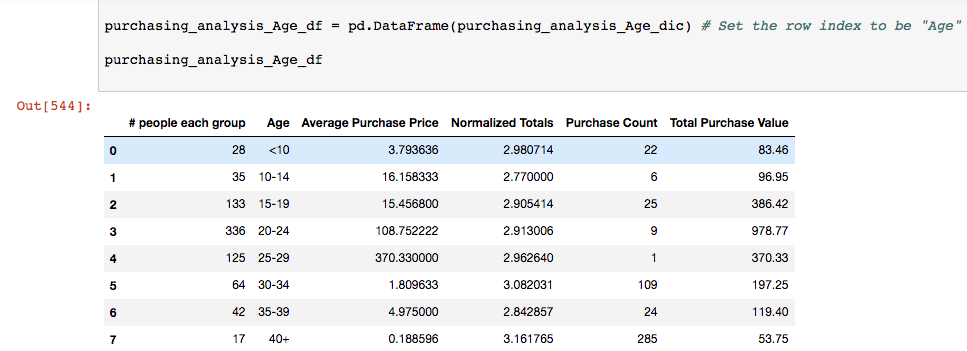
**Gender Demographics**

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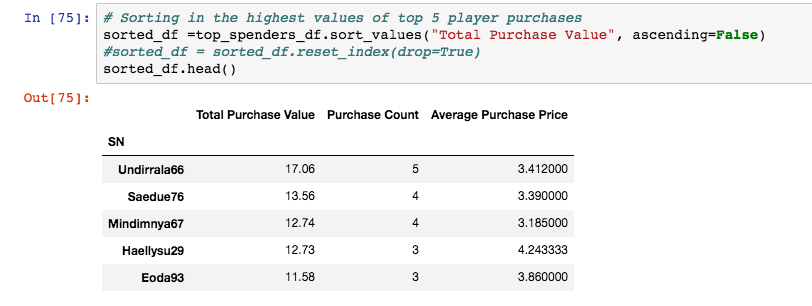
**Purchasing Analysis (Gender)**

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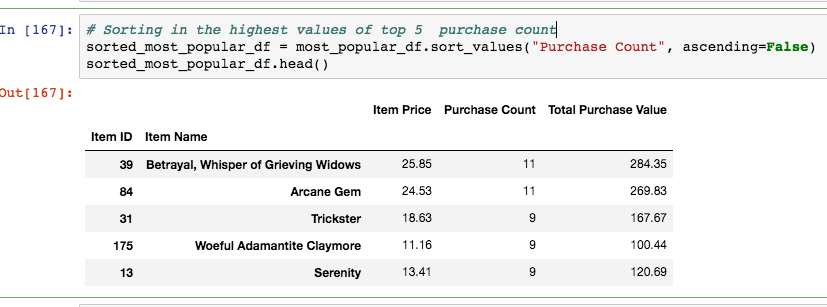
**Purchasing Analysis (Age)**

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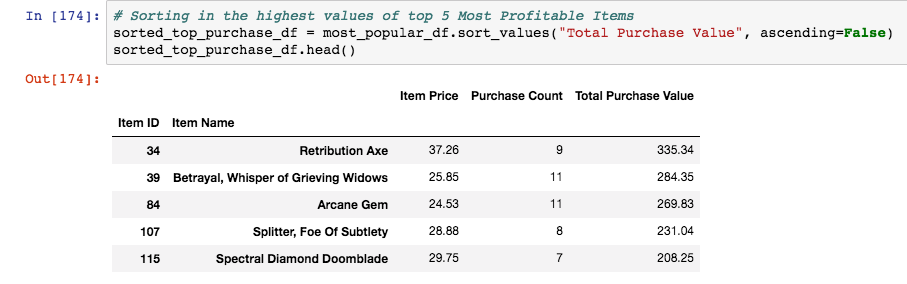
**Top Spenders**

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**Most Popular (Purchase Count)**

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**Most Profitable (Purchase Value) Items**

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