## Three observable trends based on the data

After analyzing the purchasing data of the fantasy game Heroes of Pymoli

The following three major trends are observed:

1. The number of male players are significantly larger than the female players based on gender demographics which is: male = 84.03% and female= 14.06% and the rest is 1.91% as a result the majority of the revenue is being generated from the male users.
2. Based on age demography, the largest group of players are between 20-24. Young males are the biggest contributors of this game’s revenue. That is 44.79% of the total users.

1. The most popular and most frequently purchased game is **Oathbreaker, Last Hope of the Breaking Storm** that made the most profit and has been purchased the most with a total purchase value of 50.76 followed by some more popular names like, Nirvana, **Fiery Glass Crusader, Final Critic, Singed Scalpel** etc.

|  |  | **Purchase Count** | **Price** | **Total Purchase Value** |
| --- | --- | --- | --- | --- |
| **Item ID** | **Item Name** |  |  |  |
| 178 | Oathbreaker, Last Hope of the Breaking Storm | 12 | $4.23 | $50.76 |
| 82 | Nirvana | 9 | $4.90 | $44.10 |
| 145 | Fiery Glass Crusader | 9 | $4.58 | $41.22 |
| 92 | Final Critic | 8 | $4.88 | $39.04 |
| 103 | Singed Scalpel | 8 | $4.35 | $34.80 |