Hero’s of PyMoli

After analyzing the data we are able to draw several observations and trends.

* The average age of the buyers is 22.71 years, with ages 20-24 making up the largest age group.
* Of all the buyers, there were considerably more males who purchased 484 to 81.
* Interestingly enough, while males purchased more, females had a higher average transaction $4.47 compared to $4.07

With this data, I would recommend creating advertising that will appeal most to the 20-24 age range, but to more female players. I recommend this because that age range shows to have the highest possibility of making a sale, and that females will pay more on average per transaction.