Summary of the analysis:

1. There were total of 780 purchases in total, and the average revenue from each purchase was approximately $3.05
2. Larger percentage (84%) of the players are male, Heroes of Pymoli is really popular among males
3. Male players made the most purchases with an average spend of $3.02, while other / Non-Disclosed gender players spent more than other genders, an average of $3.35 per purchase
4. 44% of the players are in the age group of 20-24 years
5. Even though the ages <10 group and 35-39 group had the average total purchases higher than any other groups the total purchase value for these two groups are at the

bottom as there aren't that many players in these groups.

1. Ages 20-24 group had the highest total purchase value due to the number of players in this age group
2. Top spender among the players had a total purchase value of $18.96 from 5 purchases
3. The most popular item was "Final Critic" and sold 13 times with a total purchase value of $59.99