**Data Analysis**

Written Report of **Heroes Of Pymoli**

1. There are total 780 purchases. It comes from the 576 unique players. Most players are male, which is close to 85% of the total with $1967.64 (82.7%) purchase value. Female is about 14% with $361.94 (about 15%) purchase value). There are some players who do Not want to be identified as either male or female, which is very small percentage about 1%, with %50.19(2%) purchase value.
2. The peak age group is 20-24 (44.79%), secondary group is 15-19 (18.58%) and 25-29 (13.37%). There are some but not many of young player like under 10(2.95%) or old player over 40 (2.08%).
3. The most popular item was the Oathbreaker, Last Hope of the Breaking Storm. It was purchased 12 times for a total profit of $50.76 followed by Fiery Glass Crusader, which was purchased 9 times for a profit of $41.22.
4. The top spender purchased 5 items with an average purchase price of $3.79 for a total value of $18.95, followed by a user who purchased 4 items for total value of $15.45.

Personal thoughts:

The data set includes only sales information. It is not able to tell truly which gender is more willing to spend money on game. It needs bigger data set of all players including those who purchased item and have not bought any items. The most controversial marketing question: should it focus on the customers who willing to spend money and to have them spend more, or should it focus to discover a new market.

Oathbreaker, Last Hope of the Breaking Storm