Observation of trends based on the data from the fantasy game “Heroes of Pymoli” by WEN in WASHSTL201809DATA3

1. The game “Heroes of Pymoli” has 576 online players generating $2,379.77 in total revenue. The majority of the plays are males (84.03%) however they rank last in average purchases per person.
2. Majority of the player are 20-24 years old generating $1,114.08 in total purchase value. However, the age group less than 10 years old have a highest average spending per person.
3. Of the 183 items in inventory, item number 178, “Oathbreaker, Last Hope of the Breaking Storm”, is the most popular and the most profitable.