Heroes of Pymoli is much more popular with males vs females plus other combined. Males made 652 purchases vs Females (113) and others (15). However, their average purchase and average purchase per unique person was lower. Males $3.01 and $4.07 vs Females $3.20 and $4.47 and other $3.35 and $4.56. The insight I draw is that Females and “others” that play are more serious about spending money on items to boost their success in the game.

We can also draw conclusions about age ranges that make purchases for this game. The most popular age range was 20-24 (45% of players), followed by 15-19 (19%), and then 25-29 (13%). If we grouped 15-29 together that makes up 77% of all the purchases. When it comes to average purchase price and average purchase per person. The <10 and 35-39 age ranges come out on top. This makes sense as older players probably have more income to spend on purchases, and probably less time to slow progress through the game with standard (free to play) equipment. Players less than 10 years old likely do not take prices into account when making their purchases since their parents are probably the ones paying for it.

The top 5 spenders in the game only spent between $13 and $19. Only 4 players bought 4 or more items and no one has purchased more than 5. This tells me that the purchases are spread across many buyers or SN’s. Many players buy 3 or less items and there isn’t anybody who is willing/allowed to spend a lot of money to get ahead in the game. Maybe there’s a cap on how much you’re allowed to spend so that game parity is maintained. The game developer might not want to allow players to “buy” there way up to the top of the leaderboard.