**Trends Identified in Purchase Data*: Heroes of Pymoli***

## Trend 1: Gender Gap

The most immediate trend to be addressed is the sheer size of the gap between male and female players. During the sample period, we noted that of the players sampled, only 81 of 576 active users were female, which is a gender gap of nearly 70%.

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According to [www.statista.com](http://www.statista.com), the widest gap recorded among female and male video game players in 2018 was only 10%, with male players comprising 55% of active users while female players comprised 45%. Among active players of *HoP*, male players comprise 84% of active users while female players comprise only 14%. It can be reasonably concluded that if active users who identify as female comprise nearly half of all world-wide video game consumption in 2018, then *Heroes of Pymoli* may be lacking in content, characters, or game-play activities that foster engagement with female players, resulting in high account churn, which may be reducing overall revenue.

In addition to the wide gap between active players that identify as male or female is the small percentage of players who choose to either not self-identify or who identify as a neither male nor female, such as players who identify as gender non-binary. This in itself may not be very telling. However, given the wideness of the female/male gap, the small percentage of non-identified active players provides added insight to the problem facing HoP. According to a study by Quantic Foundry, female playership among video games that require online communication and do not feature female protagonists are less likely to draw or retain female players, citing female preference for role-playing games, which opposes *HoP*’s online player-vs-player model. Though not quantified by Quantic Foundry, it can be reasonably concluded that CIS male normative content and game-play, as well as unmoderated online communication, may be alienating the viable female and gender-nonconformative market segments.

## Trend 2: Age Trends

Heroes of Pymoli seems to be conforming to global averages for age demographics. [www.statista.com](http://www.statista.com) confirms that the majority of overall video game consumption came from the players between the ages of 18 and 35. According to our purchase data, the largest subset of active players by age is between the ages of 20 and 24, confirming the Statista report that one in three video game players is a Millennial.

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Though the global average skews to a much wider age demographic for core gamer ages, *HoP* players between the ages of 20 and 24 are the game’s highest grossing age segment, making in-app item purchases totaling $1,114.06. In 2018, the median household income for Millenials was $69,000, a historical high for the age group, indicating that the younger subset of Millenials—whose cell phone hours amount to one full day of the week according to the Telegraph in the UK—are more likely to part with disposable income on in-app purchases than their younger and older counterparts.

## Trend 3: Popular and Profitable Items

According to the purchase data, the most popular item and the most profitable item are both the Oathbreaker, Last Hope of the Breaking Storm. When filtered by total revenue spent by players and total purchases made by players, the Oathbreaker is hands-down the most popular product. It’s popularity as an item, given its well-balanced stats, its visual appeal, and its lower price, makes it one of *HoP*’s most profitable items available for purchase in-app.

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However, despite its popularity, the Fiery Glass Crusader does not come in second in in-app purchase total revenue, where the Nirvana does. The Fiery Glass Crusader earned $41.22 overall with Nirvana earning $44.10, indicating that Nirvana’s premium stats constitutes a justification for the higher price point while also driving players to the marginally less-desirable Oathbreaker for those not looking to commit as much real-world money to an in-game purchase, but who still desire a competitive edge.

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