Hello,

As the Lead Analysts for the independent gaming company, several insights can made based on the purchasing data for the most recent fantasy game Heroes of Pymoli.

1. The current trend is that the vast majority of players are Male (84%) and the 20-24 age group is by far the highest percentage of players at 44.79%. I would suggest further analysis should be done to understand if more females can be enticed to place this game. In part because females spent almost 6% more on average per item. Additionally, the international average amount of female ‘gamers’ is typically closer to 40%. See footnote 1., 2 below.
2. When you compare the Most Popular as well as the most Profitable Items, “Final Critic” and “Oathbreaker, Last Hope of the Breaking Storm” were the top two in both categories resulting in $110.75 (or 4.7%) of the total revenue. Further analysis could be done to help try and understand what is driving those sales and how we can apply that to other items.
3. The 576 unique players analyzed were responsible for 780 purchases across 179 items resulting in $2,379.77 of total revenue.

Worth noting is that some of these data sets are a relatively small sample size and aren’t always statistically significant (e.g. the top grossing item only sold 13 out of the 780 opportunities or the top spender only purchased 5 games for a total of $18.96). Therefore, it is recommended this data analysis be done again at some point in the future (e.g. after 20% increase in total items sold). Additionally, more trend analysis should be included at that point in time so that we can more accurately start ‘predicting’ future sales/engagement/price points.

Please feel free to ask if you have questions or want to provide additional insights.

Thank you,

Brian

Lead Analysts

Heroes of Pymoli

1.https://en.wikipedia.org/wiki/Women\_and\_video\_games#:~:text=While%2048%25%20of%20women%20in,men%20in%20that%20age%20group

2. https://techjury.net/blog/video-game-demographics/#gref