Ben Farniok

University of Minnesota

Data Analytics Bootcamp

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Heroes of Pymoli Report

Inside of the report are a number of potentially interesting trends. Overall, the demographic information shows that males make up the largest part of our player base and the largest portion of our profits derived from item purchases within the game. However, there are some things that may be of interest alongside that.

Female and gender non-conforming/undisclosed players both averaged a higher purchase price and total purchase over their male counterparts.

Only about half of our player base is making purchases of items within the store, could that be increased further? Players who fall into our largest age demographic of 20 to 24 years old continually make up the largest amount of our profits derived from item purchases, but do not have the highest average total purchase per person. They are beaten out by both players under 10 and players 35 to 39.

Additionally, our most popular and most profitable item, Final Critic, is rather on the expensive side. Its price of $4.61 falls significantly above the average spending that each player commits. Further, even our most popular items individually make up a relatively small piece of our total profits, meaning most purchases are made across many items.