**Heroes of Pymoli Analysis**

**Aaron Halbert**

The first and the easiest to observe trend from this data is that the player base mostly identifies as male(84%). This is inline with the assumption/stereotype that an overwhelming majority of video game players are male. While current studies are showing that this overall trend in the market is no longer the case, it still is for this game. I would suggest that in order to continue to increase the player base that the developers and marketing team look into making the game more approachable and appealing to a wider audience, not just those that identify as male. This will allow them to remain viable in the changing landscape of the gaming industry and increase profits as they embrace the future.

The next noticeable trend is that despite male players accounting for roughly 84% of the player base, they spent the least on average compared to females at 14% and other at 2%. Both females and others spent about 10% more on average than males. This should give the developers and marketing team an even greater incentive to attempt to expand the game’s scope to attract more players of varied genders.

The final trend that I have observed is that the almost half the player base, 44.79% to be exact, is in the 20 to 24 age group. This also is inline with the assumption that most gamers are young people. MMOs tend to require a time investment that many older players find more difficult to commit to as well as cost investment that many younger players can’t afford. Both time and money are needed to be competitive in games like this which explains why the player base is distributed in this manner.