

Heroes of Pymoli Analysis

Based on my analysis of the Pymoli data, I've come to the following conclusions/recommendations:

- Males make up for the majority of players of this game (84%). They also account for the highest amount of purchases as well (\$1967.64). Expanding marketing and advertising to the female and "other" demographic could increase players and sales of within game purchases.
- The highest percentage of players are within the 20-24 age range (44.79%). Players taper off the younger they get and the older they get. The target age range includes 15-29, which smaller percentages at the beginning and end of these ranges. To increase sales in other age ranges, speaking to the other generations would be a good idea.
- Final Critic and Oathbreaker, Last Hope of the Breaking Storm were both the top popular items but also the top 2 most profitable as well. Continuing to offer these items will help increase revenue. Also, thinking about creating items similar in style to these, may also be a good idea moving forward.