Heroes of Pymoli analysis

4/17/21

Looking at the tables that we have created allows us to check between age, gender and item value.

When looking at age we can assume that between ages of 20-24 people have more disposable income to pay for the cash shop and when we factor in gender, on paper females will tend to spend extra. Genders of Other / Non-disclosed also spend more but that maybe be because the pool is smaller. Players will also spend more when hot items are available for purchase rather than cheap or non-popular items.

Having more information about play time can also see if those who have higher investment into the game will spend more or those with less and who are struggling will pay extra to skip the line.