Heroes Of Pymoli Observations

1. Males make up a majority of the players gender demographic but on average, male players spent less in the game. The average purchase price from males was $3.02 which was less than females ($3.20) and Other/Non-Disclosed ($3.35). The average total purchase per person for males ($4.07) was also again lower than females ($4.47) and Other/Non-Disclosed ($4.56). Males make up 84% of the player base demographic but are less profitable per person than the other two gender demographic. An assumption can be made that if the gender demographic was more diverse, the game could bring in more revenue as on average female and other/non-disclosed players spend more in game.
2. The game appeals to players across a wide range of age groups but the 20-24 year old age group make up almost half of the player base (44.79%). Specifically, the game’s player base is primarily made up of individuals between the age of 20 though 29, more than any other age group organized by 10 year increments.
3. As players tend to be in their twenties, they also spend tend to spend the most in game too. 2 of the top 3 age groups for purchases & total purchase value are in their twenties. The 15-19 age group came in second behind 20-24. One state that might be an anomaly is the <10 age group, they have the second highest purchase price out of all the age groups. This could be because unmonitored young children could be purchasing higher priced items without thought or care with parents linked payment information. It could also be from accidental purchases if the children are not familiar with the structure of the game.