

Heroes of Pymoli Data Analysis



Three Data-Based Trends

Gender Trend

Over 84% of the 576 total players are males. The total revenue is 2,379.77 USD, where 1,967.64 USD is from purchases made by male players, which is 82.68% of the total revenue. While male players are the major target group, female players have slightly higher average total purchase per person, average purchase count per person, and average purchase price, which is 4.47 USD vs 4.07 USD, 1.40 purchases per person vs 1.35 purchases per person, and 3.20 USD vs 3.02 USD respectively.

Age Trend

Majority of the players are between 20 and 24 years old, and they makeup 44.79% of all players. These players have the largest purchase count of 365 purchases with a total purchase value of 1,114.06 USD.

The second largest age group is between 15 and 19 years old, and it holds 18.58% of all players. Players in this group have the second largest purchase count of 136 purchases with a total purchase value of 412.89 USD.

The third largest age group is between 25 and 29 years old, which is 13.37% of all players. These players form the third largest purchase count with 101 purchases and they account for 293.00 USD of a total purchase value.

The top five buyers make between 3 and 5 purchases with a maximum average purchase price of 4.61 USD and a minimum average purchase price of 3.40 USD. The highest total purchase value for these top buyers is 18.96 USD and the minimum total purchase value is 13.10 USD.

Items Trend

The item IDs of the five most popular items are:

- ID 178
- ID 145
- ID 108
- ID 82
- ID 19

The item IDs of the five most profitable items are:

- ID 178
- ID 82
- ID 145
- ID 92
- ID 103

The item with ID 178 is a leader in both categories with a highest purchase count of 12 and the highest total purchase value of 50.76 USD.

In [2]:

In [3]:

In [3]:

Player Count

In [4]:

Out[4]:

Total Players
576

Purchasing Analysis (Total)

In [5]:

Out[5]:

Number of Unique Items	Average Price	Number of Purchases	Total Revenue
183	\$3.05	780	\$2,379.77

Gender Demographics

In [6]:

Out[6]:

	Total Count	Percentage of Players
Male	484	84.03%
Female	81	14.06%
Other/Non-Disclosed	11	1.91%

Purchasing Analysis (Gender)

In [7]:

Out[7]:

	Purchase Count	Average Purchase Price	Total Purchase Value	Avg Total Purchase per Person
Male	652	\$3.02	\$1,967.64	\$4.07
Female	113	\$3.20	\$361.94	\$4.47
Other/Non-Disclosed	15	\$3.35	\$50.19	\$4.56

Age Demographics

In [8]:

Out[8]:

Total Players Percentage of Players

Age Ranges	Total Players	Percentage of Players
>10	17	2.95%
10-14	22	3.82%
15-19	107	18.58%
20-24	258	44.79%
25-29	77	13.37%
30-34	52	9.03%
35-39	31	5.38%
40+	12	2.08%

Purchasing Analysis (Age)

In [9]:

Out[9]:

Age Ranges	Purchase Count	Average Purchase Price	Total Purchase Value	Avg Total Purchase per Person
>10	23	\$3.35	\$77.13	\$4.54
10-14	28	\$2.96	\$82.78	\$3.76
15-19	136	\$3.04	\$412.89	\$3.86
20-24	365	\$3.05	\$1,114.06	\$4.32
25-29	101	\$2.90	\$293.00	\$3.81
30-34	73	\$2.93	\$214.00	\$4.12
35-39	41	\$3.60	\$147.67	\$4.76
40+	13	\$2.94	\$38.24	\$3.19

Top Spenders

In [10]:

Out[10]:

SN	Purchase Count	Average Purchase Price	Total Purchase Value
Lisosia93	5	\$3.79	\$18.96
Idastidru52	4	\$3.86	\$15.45
Chamjask73	3	\$4.61	\$13.83
Iral74	4	\$3.40	\$13.62
Iskadarya95	3	\$4.37	\$13.10

Most Popular Items

In [11]:

Out[11]:

Item ID	Item Name	Purchase Count	Item Price	Total Purchase Value
178	Oathbreaker, Last Hope of the Breaking Storm	12	\$4.23	\$50.76
145	Fiery Glass Crusader	9	\$4.58	\$41.22
108	Extraction, Quickblade Of Trembling Hands	9	\$3.53	\$31.77
82	Nirvana	9	\$4.90	\$44.10
19	Pursuit, Cudgel of Necromancy	8	\$1.02	\$8.16

Most Profitable Items

In [12]:

Out[12]:

Item ID	Item Name	Purchase Count	Item Price	Total Purchase Value
178	Oathbreaker, Last Hope of the Breaking Storm	12	\$4.23	\$50.76
82	Nirvana	9	\$4.90	\$44.10
145	Fiery Glass Crusader	9	\$4.58	\$41.22
92	Final Critic	8	\$4.88	\$39.04
103	Singed Scalpel	8	\$4.35	\$34.80