

## Heroes of Pymoli

In this project I was assigned the task of analysing the data of the most recent game—Heroes of Pymoli— for an independent gaming company. Using Jupyter Notebook and specifically Pandas, I made the following observations:

- From the data set, 84% of players were Male, 14% were female and a small minority of 1.9% were other/Non-disclosed.
- The highest spending age group was the ages 19-24 with a total purchase value of \$1114.06— twice the total purchase value of the next highest age group(14-19 years of age).
- The average price of the top 5 spenders were \$3.79, \$3.86, \$4.6, \$3.4 and \$4.3 respectively.
- The top 3 most purchased items were Final Critic, Outbreaker and Persuasion and they cost \$4.88, \$4.23 and \$4.90 respectively.

### Conclusions

From the highlighted observations, it is clear to see that Heroes of Pymoli is generally a male dominated game and the company might gain a lot by focusing their marketing strategy on this gender group. Secondly, it is a game for young adults because the highest spending groups were within the ages of 19-24 and 14-19 and 24 to 29 respectively. Lastly and most importantly, the price of the 3 most purchased items in the game were above \$4 which would be considered high in comparison to other items. This means that gamers were not hindered by the high prices and as a matter of fact, if more items with similar characteristics were created and added to the game, the company could make significantly more profit at higher sales prices per item sold.