Analysis of Heroes of Pymoli:

1. At a quick glance it appears that those labelling their gender as other or do not disclose their gender are more likely to spend more in games, with an average spending per person at $4.56. Males however have the lowest average spending per person at $4.07. It should be noted that other/non-disclosed only has a sample size of 15 players which prevents a proper analysis due to the small sample size.
2. The vast majority of spending in game comes from the 20-24 age bracket, more than doubling any other age bracket at 44.79%. this can be expanded out with over 75% of purchases coming from the 15-29 age bracket. This could be due to in those age brackets people start to make more money while not yet having many financial responsibilities.
3. When looking at the most popular items in the top 14 (8 purchases or more) only one item (7%) was between $1 and $2, two (14%) between $2 and $3, five (36%) between $3 and $4, and six (43%) $4 or more. Pulling knowledge from my experience in video games this may indicate that the more expensive item provide power than cheaper item in the game. Knowing the stats on the items could be used to help see if this is the case and it would be possible to rank item power, then cross reference with price.

Further analysis:

It would be interesting to have overall player data not just item purchase data. This would allow us to compare the number of players purchasing item to those that aren’t, also user playtime and how many purchases they make to see if people are more willing to invest money into the game the more they play.