Heroes of PyMoli

# Assessment of Gender and Age Demographics

Men make up a serious majority of the player base identifies as Male, occupying 84% of the game’s player base. This ratio is consistent with the percentage of purchases made by gender, with 83.5% of purchases being made by men. The bulk of players are aged from 20-24, making up 44.79% of the player base. This age group is also the biggest spending age range, with 46.8% of the total purchase value accumulating from this age range. Marketing decisions could be made with these demographics in mind.

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# Assessment of Item purchases

With 179 Items for players to choose from, the most frequently purchased items are purchased far more frequently than most every other item. Items developed in the future could be build in a similar design pattern to these items. While there were a fair number of purchases made in total, the average profit per purchase was numerically low, this could be remedied if the price point for items purchased was increased.

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# Final Notes

There are flaws in the analysis that I have provided, mainly a lack of perspective regarding the overall player size, compared to how many players actually purchase items. Additionally, it would be valuable to capture data points around the length of time a player has been active relative to how many purchases they make.