

Heroes of Pymoli Data Trends

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After completing a detailed analysis of Heroes of Pymoli item purchase data, several trends become apparent. First, the vast majority of the player base is between the ages of 15 and 30. The development team should focus their marketing to this demographic in order to grow their game as large as possible. While these three age groups (15-19, 20-24, and 25-29) don't necessarily tend to spend the most on in game purchases, all age groups purchase near the same amount per person and the data set is too small to draw any real conclusion on which age brackets are most profitable.

Second, there are a small set of items which receive high purchase numbers while many other items are purchased only once. The assumption here is that the frequently purchased items provide substantial in-game benefits while the least purchased items provide comparatively less benefits. The developer team should aim to balance the in-game benefits each item gives. If the majority of the items give different benefits yet are similar in power level, it will encourage the players to purchase multiple items instead of only one or two highly impactful items.

Third, after concluding the gender analysis, we find that while the vast majority of players are male, females tend to spend more in game. The developer team has found a good balance in their gender marketing plan. If they tried to shift the game more towards females, they could risk losing a substantial portion of their player base. If they are successful in balancing the items, the average purchase amount per player should increase for both males and females.