Heroes of Pymoli trends

The first trend I noticed is that there are a lot more male players than female or other. This was not surprising to me. However, it did surprise me that there where about six times as many males than female. I thought there would be more female players.

The second trend I noticed was that most players are between the ages of 21-30. This was almost double the next closest age group (ages 11-20). At first I thought this should be closer but it does make sense because people ages 21-30 have their own income. This allows them to buy what they want, when they want. They also have control over their use of time, while people ages 11-20 are subject to the amount of time their parents allow them to play, if at all.

The third trend I noticed was that the youngest age group spent more money on individual items. It seems like they bought the more expensive items. This could be because they are using their parent’s money. It could also be because they may think that expensive means better, which is not always the case. Older players are more analytical and most likely have a better understanding of how to read the data that is given for each item. Thus, leading them to make a more informed purchase.