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Data Analytics Boot Camp 0321

Inst. Alex Sánchez Vega

Heroes Of Pymoli Data Analysis

Executive Report

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<u>Overview:</u>

Heroes Of Pymoli is an independent videogame that mimics the successful business model of delivering the full game for free to anyone that wishes to play, but encourages players to spend money on different items that will enhance the player experience, either by boosting up stats, changing the cosmetics of the characters or adding quality of life improvements to the game.

The analysis required for the data is focused on identifying purchase trends among players in order to adjust design and marketing strategies to increase the profitability of the items released.

All the data analysis is contained in the output of a Jupyter Notebook called main in this same repository, this report contains the conclusions obtained from that analysis.

Conclusions

- *Targeting female players should improve revenue.*
    - As seen in the data analysis, 14% of the player base is constituted by female players, however female players do spend 10% more on items.
    - Increasing the female player base should reflect an increase in purchased items.

- *The target audience for the game is players between 20-24 years old.*
    - The analysis on the data reflects that around 45% of the player base is between 20-24 years old.
    - This age bin also constitutes the biggest average of money spent by player.
    - Marketing strategies should be aimed to this age group.

- *The top 5 spenders of the game (also known as whales) should be included in up-coming releases.*
    - The business model relies heavily on keeping these whales active in the game.
    - Involving them on the development cycle increases the chances of keeping them happy and engaged on the game, some strategies may include:
        - Exclusive preview of upcoming items
        - Early access to new content
        - PvP (Player versus Player) tournaments with recognition within the game to the winner

- *Increase the revenue on the most popular items.*
    - It is no surprise that the 5 most popular items and the 5 most profitable items tables are almost identical.
    - Marketing strategies should focus in increasing the times an item is bought, since there is such a strong relationship between times an item is bought and profitability.
    - The most popular items should be analyzed individually to obtain life-cycle data and be able to identify sale opportunities, promotions, and eventually final clearance sales.
    - After identifying the most popular items, it should be easy to identify reasons as to why these items are so popular (stats given, cosmetics, etc.) and adjust design strategies accordingly.