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Data Analytics Boot Camp 0321

Inst. Alex Sánchez Vega

Heroes Of Pymoli Data Analysis

Executive Report

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**Overview:**

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](HeroesOfPymoli/main.ipynb) in this same repository, this report contains the conclusions obtained from that analysis

*Is it worth maintaining the f2p model?*

From the data available, we only have information about the number of players that have been spending money in the game, sadly, we do not have any information on the number of free-to-play players. To be able to draw any conclusion from this data we need to extrapolate the missing information.

The f2p (free to play) vs the p2w (pay to win) ratio on similar games is around 80%[[1]](#footnote-1), this allows us to compute the new average:

From this calculation we see that each player is worth $0.83 USD to the company. However, since this is an extrapolated value, and the source of the f2p vs p2w ratio cannot be verified I will not draw ay conclusion based on this value.

*Is it worth to release a new item?*

Since the beginning, the game has released a total of 179 items, which have been bought 780 times an average of 4.36 sales per item, at an average price of $3.05 we have a gross profit of $13.30 USD per item. We can safely assume that releasing a new item does bring in some cash to the company and is a profitable practice.

*Is it important to target gender specific releases?*

From the analysis we can see that female players do spend 10% more on average, but only 14% of the player base identifies as a female player, it will be a good strategy to increase the female player base of the game.

Other / Non disclosed gender data accounts for only 2% of the player base which constitutes a small sample size, specially since it can be broken down into several number of sub-categories, for this reason it is not possible to obtain any relevant information

1. http://forum.wotblitz.eu/index.php?/topic/49079-blitz-economics-understanding-f2p-p2a-p2w-p2p-whales/ [↑](#footnote-ref-1)