Heroes of Pymoli Trends

Multiple trends can be observed in the tables created from the purchasing data. One of those trends can be seen while observing the percentage of players based on age group. We can see that there is an increase in percentage of players around the age group of 15-19, which continues into the early 20’s and reaches its peak. Percentage of players then steadily decreases as age decreases. We can also see a similar trend with the purchase count and total purchase value compared to age range. The value and count increases as age increases, and is at its max at age 20-24, then decreases as age increases. The difference here can be seen in the average purchase price, which shows no significant correlation to age. We can conclude from the data that the increase in purchases correlates with the increase in percentage of players following age groups, and that the average purchase price remains about the same throughout the different age groups.

A second trend can be seen when comparing the gender percentage of players to purchase amounts. We can see in the tables that the highest percentage of players are male, and that the highest purchase count and total purchase value are male. However, average purchase price per gender is close to but higher for female or other/non-disclosed genders, and total purchase per person based on gender follows that same trend. So, we can conclude that the higher percentage of male players leads to most of the income being from males based on males being the highest number of players, but not on males spending the most compared to the other genders.

A third trend observed shows the most popular items purchased are slightly higher prices than the average prices paid by each age group and gender, however it also seems that this higher item price does not impact the most often purchased items. Their popularity correlates with the total purchase values, which shows that price is not inhibiting buyers, and is guided by popularity rather than price.