Heroes of Pymoli – Trend Analysis

1. Although females only account for approximately 14% of players, they are more inclined to spend more on the purchase of additional items. Heroes of Pymoli could potentially capture more revenue if they targeted more marketing towards females.
2. The items purchase price does not appear to be a significant deterrent for players. The Final Critic addition is purchased the most, yet the price is at a higher level. The items content appears more appealing than price.
3. The 20-24 age range is the most lucrative in terms of total revenue, however, this age bracket is less inclined to spend on higher priced items, but more inclined on purchasing multiple items. This is represented by the difference between the Average Purchase Price and the Average Total Purchase Price.