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Three Key Observations about Heroes of Pymoli’s In-Game Purchases

**The clientele is predominantly young adult male**

The vast majority of in-store purchases are made by young, male players. About 84% of the players identify as male, and over 76% of it is aged between 15 and 29 years old.

**Female players spend more on average**

That said, female players spend more money per purchase than their male counterparts, spending $4.47 as opposed to $4.07. It is not a large difference, but it suggests that attracting more female players to Heroes of Pymoli may be worth the company’s time.

**There is no clear trend with purchasing relative to age**

Average purchases do not seem to correlate strongly with younger or older players. Looking at the data, the highest average purchases are made by players less than 10 and those between 35 and 39; however, those brackets only have 23 and 41 players, respectively, and thus likely do not constitute a large enough sample size to draw any meaningful conclusions. I would recommend collecting more data.