**Heroes of Pymoli**: Data Analysis

J. Curtis

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This report summarizes data analysis for **Heroes of Pymoli**, Firestorm Gaming, Inc’s flagship F2P MMORPG title. I’ve analyzed the game’s purchasing data since launch, and come to a few conclusions that should help our marketing team increase our profit per player, overall profit, and future market access by focusing on important sectors of the player base.

After analyzing player base by gender, it’s apparent our players are overwhelmingly male, but this doesn’t mean we should focus all our advertising on male players. Female players make an average purchase of $4.47, approx. 10% higher than males; similarly, other/non-disclosed gender players spent $4.56 per player, approx. 12% higher than males. Due to this disparity, it may be worth targeting special promotions towards females and other/non-disclosed gender players; it remains to be seen if this would better be approached using special cosmetic items, targeted friend-codes, or other strategies.

Analyzing the player base by age reveals 46.8% of spending occurred within a very narrow age range of 20-24 years, and 76.5% of spending occurred within a relatively narrow range of 15-29 years. While some other ranges had favorable average total purchases per person, for the present it is worth marketing to the teenage and young adult markets, due to their current contribution size. It’s also important that our future item offerings appeal and sell well in this 15-29 year age bracket, which is worth further analysis. If we were looking to expand into another age bracket with marketing, I would recommend age 35-39, as they had the highest average total purchase per person at $4.76.

Another promising strategy may be marketing towards “whales,” or players who spend a disproportionate amount of money on the game for a variety of reasons. The top five whales for **Heroes of Pymoli** spent $74.96 on items since launch, which represents 3.1% of the total for the entire player base. These purchases ranged from three to five items per player, with an average cost per item of $4.00, 31% greater than the player-per-item average of $3.05. For this strategy to be successful, we’d need to find other ways to encourage whales to make repeat purchases, without negatively affecting the game balance appreciably. For example, we could create special items that reduce the amount of time required to gain experience points, and introduce prestige cosmetic items based on how much money you have already spent in a certain time period.

In summary, I’ll present a few campaign ideas with high chance of success.

1. An increase in marketing to all players 15-29, using references/language, appropriate social media platforms, and a celebrity spokesperson (perhaps an online influencer) should pay immediate dividends.
2. Marketing to females and other/non-disclosed gender players between the ages of 20-24, and their friends, should bring a decent increase in higher-value purchasers, and grow our market towards more profitable groups.
3. We should consider providing whales a greater incentive to spend money on the game, by providing them tangible benefits that still preserve game balance for the rest of the player base.