**Conclusions for HeroesOfPymoli**

Conclusion 1

As per the “Purchasing Analysis (Gender)”, there were several more “Male” purchasers than “Female” or “Other/Non-Disclosed.”[[1]](#footnote-1) However, the per person spending for “Male” is the lowest of the 3 genders. This leads one to believe that cost is perhaps an important consideration for Males. They are perhaps looking to maximize their game playing pleasure on a per Dollar basis. It is likely that Females and Other genders are looking for some sophisticated feature in the games they buy.

Let us look at the pattern of spending with respect to the gender distribution of the players.

The overall gender distribution of the players is as follows:

Females: 14.06 percent

Male: 84.03 percent

Other: 1.91 percent

The distribution of total expenditure based on genders is as follows:

Total purchase value = $361.94 (Females) + $1,967.64 (Males) + $50.19 (Other) = $2,379.77

Percentage-wise, we have the total spending distribution as follows:

Females = $361.94 ÷ $2,379.77 = 15.2 percent

Male = $1,967.64 ÷ $2,379.77 = 82.7 percent

Other = $50.19 ÷ $2,379.77 = 2.1 percent

The total expenditure is somewhat in line with the gender distribution of the total players.

Conclusion 2

Based on age demographics (Age Demographics and Purchasing Analysis Based on Age), the age group “20-24” constitutes the largest fraction of the total players at 44.79 percent.

The total expenditure by the “20-24” age group is $1,114.06 which is:

$1,114.06 ÷ $2,379.77 = 46.8 percent

This is roughly on par with the fraction of this age demographic of the total population.

On the other hand, age group “35-39” has spent the most on a per person basis at $4.76 per person. This demographic makes up 5.38 percent of the total players. Their total expenditure is $147.67 which is:

$147.67 ÷ $2,379.77 = 6.2 percent

Based on the fact that they have the highest per person spending and a slightly higher total purchase fraction compared to their population distribution, it appears that they go for more sophisticated games assuming price of the game reflects sophistication. One could compare this to the taste in wines (for example), older folks may choose to spend on finer wines.

The curious observation is the age demographic “<10” has spent more than the “20-24” on a per person basis at $4.54 versus $4.32. This is perhaps because they are not spending their own money and pressuring the parents to buy more expensive games. Their total expenditure is $77.13 which is:

$77.13 ÷ $2,379.77 = 3.2 percent

which is considerably higher than their distribution of the total population at 2.08 percent.

Conclusion 3

Game No. 178 is not only the most popular but also the most profitable – no surprise given there are no other games having the same Purchase Count. However, there are 3 games that all have the same Purchase Count of 9 but given their prices are different, they have different levels of profitability. This tells us that we cannot go based on only one criterion (e.g., Purchase Count) if we want to target higher revenues. We need to go after both.

1. For the purpose of this report, I am simply going to use the term “Other” instead of “Other/Non-Disclosed” in the remainder of the report. [↑](#footnote-ref-1)