**Heroes of Pymoli – Final Analysis**

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To begin, it seems interesting that the other / non-disclosed gender players make up a small portion of the player base but seem to have an overall higher average purchase price when compared to the other gender demographics. This might suggest a need to investigate those purchasing habits more closely and determine if there is a trend which might be worth pursuing with future product development.

The next trend of interest is that the 35 to 39 demographic seems to have the highest average purchase price per person. Alongside the less than 10 demographic, these two demographics spend the most per person on in-game purchases. However, these two demographics only spend slightly more than the largest player demographic, the 20 to 24 subset of players. This suggests another potentially worthwhile analysis, to determine common purchasing trends among these otherwise dissimilar demographics. Such common purchasing trends would suggest an easy way to encourage additional spending by the most valuable player subgroups, by creating items with cross demographic appeal.