Based on our analysis of the Heroes of Pymoli purchase data, we have arrived at the following trends. The player base is a majority Male with 84.03%, while Female account for 14.06% and another 1.91% Other/Non-Disclosed of the 570 total player base. The game attracts the highest amount of players from age 20-24. This age range accounts not only for 44.79% of the player base, but also $1.114.06 of the total items purchased versus the total items purchased of $2,379.77 or 46.81% of Total Revenue. The most popular two items are “Final Critic” with 13 purchases and “Oathbreaker, Last Hope of the Breaking Storm” with 12 purchases. Both items were also the respective two most profitable items with “Final Critic” grossing $59.99 and “Oathbreaker, Last Hope of the Breaking Storm” grossing $50.76 total purchases.

Based on the above trends, Heroes of Pympoli can focus on growth by targeting marketing towards expanding awareness into larger age demographics perhaps surveying the underperforming age ranges to understand how to better attract those age ranges into the game. There is also an opportunity to expand the player base by better appealing to female gamers, as that they represent the greatest area for growth as they are underserved. This future item design in mind, the team is best served to understand the reason for the popularity of “Final Critic” and “Oathbreaker, Last Hope of the Breaking Storm” when designing and game balancing new weapons in the future to maximize future profits.