

Data analysis report - Heroes of Pymoli.

Top 3 conclusions:

- Pymoli is a male dominating game with a whopping 84% of male players.

	Total Count	Percentage of Players
Male	484	84.03%
Female	81	14.06%
Other / Non-Disclosed	11	1.91%

- Almost 77% of Pymoli players belong to 15 – 29 age group with age group 20 -24 (44.8%) at a peak.

	Total Count	Percentage of Players
Age Group		
<10	17	2.95%
10-14	22	3.82%
15-19	107	18.58%
20-24	258	44.79%
25-29	77	13.37%
30-34	52	9.03%
35-39	31	5.38%
40+	12	2.08%

- ‘Final Critic’ tops the list of the most popular as well as most profitable Pymoli game item with 13 purchases totaling \$59.99

		Purchase Count	Average Purchase Price	Total Purchase Value
Item ID	Item Name			
92	Final Critic	13	\$4.61	\$59.99
178	Oathbreaker, Last Hope of the Breaking Storm	12	\$4.23	\$50.76
145	Fiery Glass Crusader	9	\$4.58	\$41.22
132	Persuasion	9	\$3.22	\$28.99
108	Extraction, Quickblade Of Trembling Hands	9	\$3.53	\$31.77

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82	Nirvana	9	\$4.90	\$44.10
145	Fiery Glass Crusader	9	\$4.58	\$41.22
103	Singed Scalpel	8	\$4.35	\$34.80

Please refer below analysis for additional details:

- Unique Player Count – 576
- Purchasing Analysis(Total):

	Number of Unique Items	Average Price	Number of Purchases	Total Revenue
0	179	\$3.05	780	\$2379.77

- Gender Demographics:

	Total Count	Percentage of Players
Male	484	84.03%
Female	81	14.06%
Other / Non-Disclosed	11	1.91%

- Purchasing Analysis (Gender);

	Purchase Count	Average Purchase Price	Total Purchase Value	Average Purchase Total Per Person
Gender				
Female	113	\$3.20	\$361.94	\$4.47
Male	652	\$3.02	\$1,967.64	\$4.07
Other / Non-Disclosed	15	\$3.35	\$50.19	\$4.56

- Age Demographics:

	Total Count	Percentage of Players
Age Group		
<10	17	2.95%
10-14	22	3.82%
15-19	107	18.58%
20-24	258	44.79%
25-29	77	13.37%
30-34	52	9.03%
35-39	31	5.38%
40+	12	2.08%

- Purchasing Analysis (Age):

	Purchase Count	Average Purchase Price	Total Purchase Value	Avg Total Purchase Per Person
Age Ranges				
<10	23	\$3.35	\$77.13	\$4.54
10-14	28	\$2.96	\$82.78	\$3.76
15-19	136	\$3.04	\$412.89	\$3.86
20-24	365	\$3.05	\$1,114.06	\$4.32
25-29	101	\$2.90	\$293.00	\$3.81
30-34	73	\$2.93	\$214.00	\$4.12
35-39	41	\$3.60	\$147.67	\$4.76
40+	13	\$2.94	\$38.24	\$3.19

- Top Spenders:

	Purchase Count	Average Purchase Price	Total Purchase Value
SN			
Lisolia93	5	\$3.79	\$18.96
Idastidru52	4	\$3.86	\$15.45
Chamjask73	3	\$4.61	\$13.83
Iral74	4	\$3.40	\$13.62
Iskadarya95	3	\$4.37	\$13.10

- Most Popular Items:

		Purchase Count	Average Purchase Price	Total Purchase Value
Item ID	Item Name			
92	Final Critic	13	\$4.61	\$59.99
178	Oathbreaker, Last Hope of the Breaking Storm	12	\$4.23	\$50.76
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108	Extraction, Quickblade Of Trembling Hands	9	\$3.53	\$31.77

- Most Profitable Items:

		Purchase Count	Average Purchase Price	Total Purchase Value
Item ID	Item Name			
92	Final Critic	13	\$4.61	\$59.99
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