Observable Trends in Heroes of Pymoli

1. The target audience that provides the best business is the Age Group of 20-24 year olds.

This Demographic is not only the most active player base, they are also spending the most money on items. Despite not having the highest average purchase price per item, this demographic boasts the highest quantity of sales. Indicating that this age group is more willing to spend money on smaller items, but at a much higher frequency than any other age group.

1. An item’s price that not directly correlate with how well it sells.

Based off the top 5 best selling items and the most profitable, the actual price of the item doesn’t seem to matter as much. Both dataframes both show a much higher reliance on quantity of sales, rather than the amount the item goes for. This could indicate that the popular items can be based on in game value more than monetary, whether it be for fashion or function.

1. Players don’t seem that likely to want to spend a lot of money on this game.

Although the data shows that players are willing to spend money on the game, no player ever goes above $20. With this information, we can infer that the best practice to continue to make money is to focus on smaller, cheaper items that the players are happy to buy in mass quantities, rather than any individual item priced for more than $20.