Heroes of pymoli purchasing

A Quantitative Analysis of Purchasing by Demographic

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# Background

In the game Heroes of PyMoli, 1, 163 players can purchase from a catalogue of 179 unique items to help advance their characters. Of these players, 576 players have purchased 780 items for a total of $2379.77. These items have an average price of just $3.05.

The following report aims seeks to discover trends from the 49.% of the players who purchase items, and the sales of each item. These trends should inform the best marketing strategies to pursue in order to increase sales.

# Data

## Gender Analysis

In our data, we first broke down the 576 players who bought items by their gender.

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| --- | --- | --- |
| **Gender** | **Unique Players** | **% of Players** |
| **Male** | 484 | 84.03% |
| **Female** | 81 | 14.06% |
| **Other / Non-Disclosed** | 11 | 1.91% |

Here we can see that most players are male, but at 14.06%, the female population should not be ignored. The players who specified other or did not disclose their gender is a small population, and the trends of these 11 players might not be a good representation of future players purchasing habits.

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| --- | --- | --- | --- | --- | --- |
| **Gender** | **Total Purchases** | **Purchases per Player** | **Avg Purchase Price** | **Avg Spent per Player** | **Total Spent** |
| Male | 652 | 1.35 | $3.02 | $4.07 | **$1967.64** |
| Female | 113 | 1.40 | $3.20 | $4.47 | **$361.94** |
| Other / Non-Disclosed | 15 | 1.36 | $3.35 | $4.56 | **$50.19** |

From the above table, it is clear that sales are largely male driven. Their purchases make up 82.68% of all sales. However, the average female player buys slightly more items, which are also more expensive. The average female player generates 9.83% more sales than the average male.

## Age Analysis

In looking at the ages of players, we organized players into eight different groups.

|  |  |  |
| --- | --- | --- |
| **Age Group** | **Number of Players** | **% of Players** |
| <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% |

This table shows that the largest group of players are aged 20-24. There is also a sharp decline between age groups 15-19, and 10-14. It is unclear if this is due to the appeal of the items to each group, or the ability of younger players to purchase items. Players older than our key demographic should have the ability of purchasing items, so it is assumed that the items are not appealing to them.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Age Group** | **Total Purchases** | **Purchases per Player** | **Avg Purchase Price** | **Total Spent** | **Avg Spent per Player** |
| <10 | 23 | 1.35 | $3.35 | $77.13 | $4.54 |
| 10-14 | 28 | 1.27 | $2.96 | $82.78 | $3.76 |
| 15-19 | 136 | 1.27 | $3.04 | $412.89 | $3.86 |
| 20-24 | 365 | 1.41 | $3.05 | $1114.06 | $4.32 |
| 25-29 | 101 | 1.31 | $2.90 | $293.00 | $3.81 |
| 30-34 | 73 | 1.40 | $2.93 | $214.00 | $4.12 |
| 35-39 | 41 | 1.32 | $3.60 | $147.67 | $4.76 |
| 40+ | 13 | 1.08 | $2.94 | $38.24 | $3.19 |

While the 20-24 age group makes up 44.79% of all players, they also buy more items than any other age group. This group also spends the third most on average, behind players aged 35-39, and players under ten. However, these groups represent smaller shares of the population (5.38% and 2.95%). The next two groups with the greatest overall spending are ages 15-19 ($412.89) and 25-29 ($293.00). These group are also the next two most populous, and sandwich our key demographic.