Heroes of Pymoli

Three observable trends

1. Women spend more on average then men do, despite making up less then 15% of the player-base. However “Non-disclosure” players have spent even more on average but the wide-net of possible demographics that could include makes that information meaningless. Instead a focus on attracting more women to the game should result in an increase in profits. Suggest adding customizable player homes and “pets” to follow characters around.
2. The games key demographic is 20 to 24 year-olds, of course players in the 35 to 39 range are the biggest spenders. Attracting older customers can see a net gain in profit with the added benefit of helping the game age with it’s player base, this could foster loyalty from the players as well as ensure longer-term viability.
3. The average price of all the items listed within this data set is equal to $3.05. Considering that the highest priced item on the list is $4.99 this suggests that the player base is willing to pay at least somewhat more for their items. Later items released may be able to be somewhat more expensive then they would under current pricing schema.