# Heroes of Pymoli Conclusions

## Gender demographics

A quick glance at the gender demographic breakdown makes it clear the in-game revenue is predominantly driven by the male community, which is representing roughly 83% of the total revenue generated. Just as important to consider, the female community tends to spend more in-game per player ($4.47) than their male counterpart ($4.07). Furthermore, non-binary and undisclosed players beat out both by spending an average of $4.56 per player.

## Age demographics

As expected, most players that purchase in-game items falls in the middle of the age spectrum, with ages 15 to 30 comprising nearly 77% of the total purchaser base. As for the revenue generated by each group, it lines up closely to the percentage of players in that group implying a strong positive correlation between number of players in an age group and the revenue generated by that age group. The groups that spend the most on average per user are the 35-39 and the younger than 10 ranges.

## Considerations

Before summarizing the data and outlining the conclusions, I would like to highlight a couple considerations that should be factored in when making business decisions based on this data:

* The total population of this data is still relatively small and making sweeping business decision based on these numbers may be premature and drastic. At 576 paying players, the data is still ‘young’ in a sense and could see comparatively high variance at 1,000, 5,000, and 10,000+ paying player benchmarks.
* The total number of players registered is not measured in this dataset. If the total percentage of player willing to spend money in-game is low, then the conversation should revolve around incentivizing non-paying players to make their first purchase. If a reasonable percentage of the players are purchasing items, then the age and gender demographic data presented here may carry more weight in building the roadmap for the company.

## Summary and Conclusions

In terms of gender, there are a few paths that may be worth the company’s time in investing. First, males out number the other two categories combined nearly 5-to-1. Increasing the draw of non-male players coupled with the higher average revenue per user of that subset may cause a bump in the overall revenue per player provided the percentages hold up with a larger sample size.

The near parity of percentage of players in each age group and percentage of total revenue generated by those groups suggests that marketing items towards different age group may not yield a meaningful increase profit. Instead, we may want to focus on growing the 35-39 age group as they currently spend the most per user.

Lastly, 18.75% of purchasers are legally minors which may raise questions of how they are paying for it. Are the purchases authorized by a parent or guardian? Is there any risk we are assuming allowing minors to make in-app purchases?