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Heroes of Pymoli Trend Analysis

- The most noticeable trend is the gender distribution of players in the game. Male players are by far the most common players, with a whopping 84% of players being male. This is important when it relates to where and how you advertise the game. Putting these ads in front of more male eyes will yield to more players downloading the game and in turn making purchases. Further research is recommended to glean insight as to how to design marketing campaigns to males as the data provided doesn't tell us much about the players.

- It's very important to know as much as possible about your target audience. One piece of our data tells us it's obviously males. The next crucial part of this data tells us about the age demographics of the players. The most common players are aged 20-24, with about 44% of players falling in that age range. Furthermore, these players have made 365 purchases, about 47% of all purchases. Knowing to target college aged males now gives us a much better idea of how and where to market this app. This age group is 2nd when it relates to average purchase price so not only do they make a lot of purchases, but they buy more expensive items.

- The next trend I find significantly important is the profitability of items. Free games make all their money from in-app purchases. Knowing which items are most commonly purchased gives you a clear road map to making more revenue. The two most profitable items are also the items most commonly purchased (with the runner up items quite behind the mark). Knowing which items bring the most revenue yields what players value most in the game. Using this information, you can create new items with similar value propositions to the players. You can also tweak the game in a manner that favorites these popular items. By making the game harder in a certain aspect you can incentivize players to buy more items to overcome these challenges.