Alejandro Barnatan

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.
* 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.