Pymoli Analysis

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The data on players indicated significantly more men than women participating.Though men brought in the most revenue, women and people with non-disclosed genders actually had a higher average per-person ($4.07 compared to $4.47 and $4.56 respectively)

While it might be tempting to write off the difference as an anomaly due to a smaller sample set of women compared to men, when we compare the average number of purchases per person we find that the rates are very close. Men made an average of 1.35 purchases per person, compared to women who made 1.39 purchases per person. This suggests that the higher per person purchase rate for women is due to women buying more expensive items than men. This suggests that women may be a more lucrative demographic sub-set.

The percentage of players by age suggests the typical player is between the ages of 20-24, with a slight skew towards younger players but also a significant number of outliers towards older players. Interestingly, when we break down spending patterns by age the top two spending groups are actually older and younger than the average player. While they 20-24 range spends on average $4.32 per person, individuals who are under ten spend $4.54/person and players 35-39 spend the most per person, at $4.76/person.

Again, in a marketing context this indicates possibly under representative demographics of younger and older players. While the company can count on their average players to spend consistently, reaching out to engage and retain older players could improve revenue.