

# Heroes of Pymoli Data Trends Analysis

After analyzing the data in the csv file, the following results were observed:

## Player Count:

Player Count: 576

## Purchasing Analysis (Total):

|   | Number of Unique Items | Average Price | Number of Purchases | Total Revenue |
|---|------------------------|---------------|---------------------|---------------|
| 0 | 179                    | \$3.05        | 780                 | \$2379.77     |

## Gender Demographics:

|                       | Total Count | Percentage of Players |
|-----------------------|-------------|-----------------------|
| Gender                |             |                       |
| Female                | 81          | 14.06%                |
| Male                  | 484         | 84.03%                |
| Other / Non-Disclosed | 11          | 1.91%                 |

## Purchasing Analysis (Gender):

|                       | Purchase Count | Average Purchase Price | Total Purchase Value | Avg Total Purchase per Person |
|-----------------------|----------------|------------------------|----------------------|-------------------------------|
| Gender                |                |                        |                      |                               |
| Female                | 113            | \$3.20                 | \$361.94             | \$4.47                        |
| Male                  | 652            | \$3.02                 | \$1967.64            | \$4.07                        |
| Other / Non-Disclosed | 15             | \$3.35                 | \$50.19              | \$4.56                        |

### Age Demographics:

|            | Total Count | Percentage of Players |
|------------|-------------|-----------------------|
| Age Ranges |             |                       |
| <10        | 17          | 2.95%                 |
| 10-14      | 22          | 3.82%                 |
| 15-19      | 107         | 18.58%                |
| 20-24      | 258         | 44.79%                |
| 25-29      | 77          | 13.37%                |
| 30-34      | 52          | 9.03%                 |
| 35-39      | 31          | 5.38%                 |
| 40+        | 12          | 2.08%                 |

### Purchasing Analysis (Age):

|            | Purchase Count | Average Purchase Price | Total Purchase Value | Avg Total Purchase per Person |
|------------|----------------|------------------------|----------------------|-------------------------------|
| Age Ranges |                |                        |                      |                               |
| <10        | 23             | \$3.35                 | \$77.13              | \$4.54                        |
| 10-14      | 28             | \$2.96                 | \$82.78              | \$3.76                        |
| 15-19      | 136            | \$3.04                 | \$412.89             | \$3.86                        |
| 20-24      | 365            | \$3.05                 | \$1,114.06           | \$4.32                        |
| 25-29      | 101            | \$2.90                 | \$293.00             | \$3.81                        |
| 30-34      | 73             | \$2.93                 | \$214.00             | \$4.12                        |
| 35-39      | 41             | \$3.60                 | \$147.67             | \$4.76                        |
| 40+        | 13             | \$2.94                 | \$38.24              | \$3.19                        |

### Top Spenders:

|                    | Purchase Count | Average Purchase Price | Total Purchase Value |
|--------------------|----------------|------------------------|----------------------|
| <b>SN</b>          |                |                        |                      |
| <b>Lisosia93</b>   | 5              | \$3.79                 | \$18.96              |
| <b>Idastidru52</b> | 4              | \$3.86                 | \$15.45              |
| <b>Chamjask73</b>  | 3              | \$4.61                 | \$13.83              |
| <b>Iral74</b>      | 4              | \$3.40                 | \$13.62              |
| <b>Iskadarya95</b> | 3              | \$4.37                 | \$13.10              |

### Most Popular Items:

|            |   | Purchase Count | Item Price | Total Purchase Value |
|------------|---|----------------|------------|----------------------|
| Item ID    | Item Name   |                |            |                      |
| <b>92</b>  | <b>Final Critic</b>                                 | 13             | \$4.61     | \$59.99              |
| <b>178</b> | <b>Oathbreaker, Last Hope of the Breaking Storm</b> | 12             | \$4.23     | \$50.76              |
| <b>145</b> | <b>Fiery Glass Crusader</b>                         | 9              | \$4.58     | \$41.22              |
| <b>132</b> | <b>Persuasion</b>                                   | 9              | \$3.22     | \$28.99              |
| <b>108</b> | <b>Extraction, Quickblade Of Trembling Hands</b>    | 9              | \$3.53     | \$31.77              |

### Most Profitable Items:

|            |   | Purchase Count | Item Price | Total Purchase Value |
|------------|---|----------------|------------|----------------------|
| Item ID    | Item Name   |                |            |                      |
| <b>92</b>  | <b>Final Critic</b>                                 | 13             | \$4.61     | \$59.99              |
| <b>178</b> | <b>Oathbreaker, Last Hope of the Breaking Storm</b> | 12             | \$4.23     | \$50.76              |
| <b>82</b>  | <b>Nirvana</b>                                      | 9              | \$4.90     | \$44.10              |
| <b>145</b> | <b>Fiery Glass Crusader</b>                         | 9              | \$4.58     | \$41.22              |
| <b>103</b> | <b>Singed Scalpel</b>                               | 8              | \$4.35     | \$34.80              |

## Key Trends:

1. The first piece of information that is very apparent is that a vast majority of the players are males. Males accounted for 84.03% of all players. Although males accounted for the majority of players, other/non-disclosed and female gender players accounted for the highest average purchase price and average total purchase per person.

This information can be used to determine how to direct marketing campaigns and future game design. Gaining the attention of more other/non-disclosed and female gender players could lead to more profits per person for the game items sold.

2. Another useful insight is that the majority of the players are between the ages of 20-24. This age group accounts for 44.79% of the players. This age group also accounts for the largest total purchase value. Although this age group makes up for the largest total purchase value, players aged 35-39 years account for the highest average purchase price, as well as highest average total purchase per person. An interesting note is that players under 10 years old accounted for the second highest average purchase price and second highest average total purchase per person.

This information can also be used to determine how to direct marketing campaigns and future game design. Based on this data, game play additions and marketing should be rounded out to try and entice more players in the 35-39 and under 10 age ranges without sacrificing the main customer base. One idea could be introducing other versions of the game to be more kid friendly or adult oriented.

While there is not enough information to determine the cause, I would suspect that the 35-39 year old age group averaged more money per purchase and more money on total purchases per person because they are older have established jobs/sources of income. The under 10 year old category would follow suit with this as players parents would be the ones making the purchases. In contrast, the 20-24 year old range would be primarily college students or individuals with entry level jobs, and less money to spend on gaming.

3. The highest purchase count of any player is 5 items. This is useful information because it can help determine how to get players to purchase more items. The main question surrounding this piece of information is, do players not purchase more items due to price, or are more items not needed for the gameplay? Another question on this topic is, would players be more inclined to purchase more items, resulting in a higher total purchase value, if the items were less expensive?

Further research into player demographics such as job status and income level would prove useful for more in-depth analysis.