Heroes Of Pymoli Purchase Analysis Summary

The player base of Heroes Of Pymoli is overwhelming male (84%) and young, with greater than 75% of players between the ages of 15 and 29. In game purchases are made most often by males in line with the player demographics but average purchase per person among females and other/non-disclosed is about 40-50 cents higher than males ($4.07 compared to $4.47 and $4.56). This may be skewed by the massive difference in sample size between these groups.

Item popularity, in terms of high number of purchases, does not appear to be tied to item price, as we see many items ranking amongst the most popular which are above the average price purchased. The disconnect between low prices and popularity is reflected in the breakdown of the most profitable items, all of which are items with higher individual prices than the average price of a purchase. This shows that profit is most likely driven by the items perceived in game value, rather than affordability.

The average purchase totals for all categories may also be skewed by high purchase outliers, many of whom have purchase totals of triple or more the average. Additional analysis of the distribution of purchases between each demographic category would be useful in determining who is most responsible for the profit generation of the in-game purchases and what player type may be the best choice for marketing new items.