Heroes of Pymoli Analysis

One of the biggest and most obvious trends that I noticed with this game is the staggering difference in the number of male-identifying versus female-identifying people playing this game. The video game industry in general, though obviously not entirely, is very male-centered and targeted. The data shows that the men are not only playing the most but are also spending the most money to advance their gameplay. It would be interesting to look at the data of time played by each player/gender and see if the trend is consistent for that data set. Another interesting trend is how most of the people playing this game are in their early twenties, and how overall a significant amount of the data is between the ages of 15-30. Based on this having more knowledge on what type of video game it is – first person shooter, MMO RPG, etc. – as well as the content rating of the game. A shoot-‘em-up type game rated M for Mature typically is marketed for people in the 15-30 year old age range, versus a more “family friendly” adventure game is marketed for more mass appeal. The game’s top selling items are also an area of interest. The data doesn’t specify whether these items are weapons, armor, skill power ups, or some other type of pay-to-win type of boost. Additionally, the data does not give any indication of power level per item. These both could have a major effect on the number of times players buy these items. For example, item 178, “Oathbreaker,” is several cents cheaper than the item below it on the list – Fiery Glass Crusader – and yet has sold 30% more than the Crusader. Knowing the effects of this item and how players are using it could push developers to make it more or less powerful to either boost sales of this particular item or encourage sales of a different item.