Trends

The data we analyzed in Heroes of Pymoli showed a few different trends that I found in my observations.

1. The overwhelming popularity of the game consist of males. To further this point, they also consumed more purchases as a total purchase count of 652 for males with 113 for females, and 15 for other gender.
2. The majority of game players were between 15 and 29 as this consisted of 76%+ of the gamers. This shows that the demographic for this game is teen to young adult.
3. Three of the five most popular items were also three of the most profitable items as well. Oathbreaker, Fiery Glass Crusader and Nirvana were all mentioned on the most popular item list as well as the most profitable.
4. The subscription base should be higher as their per purchase demographic is not high enough to make steady profit. As the game tails off from popularity, the in-game purchase model will provide withstanding revenue for future years. This is not really an observation, more than a suggestion for the game’s direction.
5. The game only has 576 subscribers. This number needs to drastically increase if the game is to have success.
6. The male demographic should be targeted in the future as their Average Purchase Value is nearly 6x that of women.