2/6/2015

Bincy Narath

UniVERSITY OF TORONTO – D&A BOOTCAMP

HeroesOfPymoli Report

Pandas Assignment

1. Though, male players outnumber females and the other category, a key point to note here is that average female player spending is more than that of a male player both in terms of purchase value and count. ***This means, the gaming company need to market more to attract female players as they tend to purchase more***. (Please note that the gender category of "others/Non-Disclosed" is only less than 2%. Hence it is not appropriate to derive conclusions about them as the data is not enough).
2. Majority of players belong to the 20-24 Age group. Though these players are the ones who buy the most (1.41 purchases / person) compared to others, they are buying cheaper compared to high spending age groups 35-39 and <10. The same behavior can be observed by 30-34 age group also. Hence, ***these age groups (20-24 & 30-34) can be targeted with discounts. They will buy more in number but with moderate prices***. We can also see that***, the age groups 35-39 and <10 are the ones who spend the most*** (4.76 and 4.54 per person respectively). However, they are only 8% of the total players. ***There is a huge opportunity if the company could market effectively to attract these groups as they tend to purchase more.***
3. The most popular and profitable items are "Final Critic" and "Oathbreaker, Last Hope of the Breaking Storm". ***They are sold not because of low price***. Both of them are expensive, compared to other items (placed above 80% of all product prices). Still, players are buying them considerably; means, there are some unique features in those products that help the players cross certain stages or achieve some popular targets. ***The company shall experiment on increasing the prices of these products, also introduce products with similar features and price ranges.***