Burr- Heroes of Pymoli Player Analysis

1. The data showed mostly male players who purchased optional items were male players (84%). When examined by age group, nearly half of the players who purchased optional items (45%) were 20-24 year-olds.
2. Given that there were 780 total purchases from 576 players suggest the majority of players purchased no more than 1 item.  The top spender only purchased 5 items with an average purchase of $3.79 per item for a total of $18.96.  It would be interesting to merge this dataset with total players to get a better understanding of what percentage of players purchase optional game enhancements. Since the game is free and revenue is from optional purchases, it seems additional marketing could be done to promote the optional enhancements.
3. Of the 780 purchases, the top item purchased was the ‘Oathbreaker, Last Hope of the Breaking Storm’. This was purchased 12 times generating $50.76. Additional information about the items purchased would provide a deeper analysis of what enhancements players are seeking such as weaponry, magical elements, healing powers, etc. Also, we could then get a count of what types of items are the most popular rather than just the individual item itself. The fact that the most popular was only purchased 12 times suggests there is a wide variety of options available that players are purchasing. It would also be interesting to collect players statistics and compare performance with items purchased. Also, time spent playing the game might result in more purchases as well. These additional data points would help segment the players market and increase the ability to increase revenue.