Brandon Valmont

Pandas HW-4

Three Observable Trends -Heroes of Pymoli

The first obvious trend is that male players are buying optional items for “Heroes of Pymoli” much more frequently than female players and non-disclosed players. After breaking the data down, it would seem female players and non-disclosed players are spending more per average per person and per average price. The game publisher should experiment with adding more content for female players and non-disclosed players as doing so may increase revenue.

Age groups from 15 – 29 dominate the majority of players buying optional items for the game. As the data has been parsed, the age group “35-39” are spending more on average than any other age group. Again, the game publisher should experiment with trying to attract more mature players while keeping the younger players intact to increase revenue.

In my final observation, it can be noted that “Pursuit, Cudgel of Necromancy” is one of the more popular items being purchased. However, the optional item is only selling for $1.02 which does not seem to be a fair price for the publisher given the demand for item and the price of other items with similar purchase counts.