**HEROES OF PYMOLI – OBSERVABLE TRENDS**

**Observable Trends:**

1. Removing the “other / non-disclosed” (as we don’t know if someone selected other or simply did not disclose), women spent more per average purchase than men. Thus, an increase in female players may be more beneficial to overall revenues than a similar increase in male players. Perhaps some targeted marketing towards female gamers would be a wise investment. Additionally, discovering the breakdown of choice of “other / nondisclosed” (did they choose other or did they choose not to disclose) could also provide some important purchase details as this group led the average purchase price category and average total purchase per person category. While their sample size is small, it would be an interesting area of exploration.
2. Playing interest, in terms of number of players, peaks in the 20 – 24 age group; however, 35 – 39 age group has higher values for average purchase price and average total purchase per person. The <10 group also has higher values in the aforementioned categories, but I would be interested to see if there is some initial cost that is built in to getting the game that artificially inflates this number and, assume (always a bad idea) that this category would be less reliable over time as they are more than likely reliant on the money and purchase power of others (their parents/guardians) than their own ability to afford what they would like to get. Additionally, you’d probably want to do some research as to why the drop off is so significant from the 20 – 24 age group to the 25 – 29 age group. While the answers may seem obvious, perhaps there are small changes that can be made based on surveys and interview data that would help slow the migration away from the game.
3. I would be curious to know why there are a total of 183 unique items. With only 780 purchases, perhaps they could increase purchases by decreasing the number of options. Most marketing studies show that generally over five options reduces the consumers’ willingness/ability to make purchasing decisions. While reducing the options to this number would probably have a significant impact on game play, I would look at eliminating some of the less purchases options to see if overall purchases and revenue would increase.