Takeaways from the Heroes of Pymoli data:

1. The game is predominantly played by men. This is fairly unsurprising, as gaming in general trends more towards men, and fantasy-oriented grinding-and- power-level focused games (as this clearly seems to be) especially so. While this might seem like an obvious opportunity for HOP to expand, this market has traditionally experienced similar player distributions so there is likely a wider trend at play here that a single game won’t be able to overcome on its own.
2. Despite the above, women tend to spend 10% more in the game. Why this is isn’t immediately apparent, as plotting both male and female spending habits on the game gives similar-shaped graphs. However, a deeper dive into spending habits of different levels of commitment between different subgroups of players (perhaps based on age, play time, or “hardcore-ness”) could yield insight into why this is, or perhaps it’s a wider trend of women simply spending more on mobile games.
3. Age also seems to play a part in spending habits. Interestingly, one of the biggest spending groups is the under-10s. I feel this may be related to the demographics of kids whose parents let them play games you can spend money in, but it could also simply be due to the small sample size. Further investigation into the distribution of the under-10’s spending habits could be useful, but they make up a small part of the player base anyway. Under-20s spend far less, which would make sense as their finances are more likely to be externally controlled, though a similar investigation to the spread of how much each spends could be enlightening. The 20-24 bracket spends much more, but interestingly drops again int the 25-34 range. It then picks up sharply to the highest amount at the 35-39 range before dropping to the lowest amount at the 40+ bracket. I believe this fluctuation may be due to levels of player commitment between 20 and 40, potentially even including data of “35” year olds whose kids are the ones playing. Overall, while the data changes significantly, it does so too inconsistently to make a read on a real trend based on what we have.