Heroes of PyMoli Analysis

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In this analysis we focus in the Top 3 trends from the provided dataset regarding the game Heroes of PyMoli.

1. **Male gamers predominate.** With a total installed base of 576 players, clearly the majority are male gamers, representing 84% of the population (Table 1). It is important to consider that this is just a snapshot of data not including time information on when members joined the game. This does not show the registration rate of Male vs Female vs Other that should also be considered to further identify trends in terms of predominance of populations. This would be interesting to know as the Female and Other groups spend in average per person more than the Male group (Table 2)

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Table 1. Demographics Analysis

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Table 2. Purchase Analysis per Demographics

1. **Top spenders are in the 35-39 & <10 groups**. When looking at the population based on age, the majority of the population is in the 20-24 bin and it is fairly normally distributed (Table 3 and Graph 1); however, when looking at the spending patterns, the top groups are 35-39 and <10, these groups are potentially young professionals that can dedicate more part of their income to be successful in the game and potentially their own kids (<10) (Table 4). This could inform market segmentation to adjust marketing strategies aimed at these populations.

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Table 3. Population by Age Buckets Graph 1. Population Distribution by Age

1. **Most Popular & Profitable Items**. The most popular and profitable Items are ‘Final Critic’ and ‘Oathbreaker’ (Table 4). There are a handful of popular items (Persuasion, Extraction) that make the Top 5, but their unitary prices are under $4. These items could potentially be evaluated to adjust price or offered as bundles to make them more profitable (Table 5). Additionally, it could be considered removing items that are not profitable and sales are under certain threshold (Purchase Count <2-3) to try to optimize the portfolio of items in the game.

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Table 4. Item Analysis by Popularity

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Table 5. Item Analysis by Profitability

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Table 6. Least Profitable Items