# **Heroes Of Pymoli – Trend Analysis**

1. 576 total players resulted in 780 total purchases:

Even though every player is not purchasing, the current rate of purchases per player is 1.35. This seems like a sustainable purchase trajectory for an in-game purchase model. Many factors may lead to the decisions of the players to purchase, like individual financial situations, desire for advantages over the “non-purchasing” players, and more. Future considerations to improve this ratio will be focusing on how to get purchasing players to purchase more and how to encourage non-purchasing players to purchase.

1. The large majority of players are male:

Based on a recent article on [www.statista.com](http://www.statista.com), only 54% of video game players are male. With Heroes Of Pymoli at 84.03% male, there is a discrepancy that could indicate the need to market towards more female video gamers. There may be features within the game that appeal to a male audience at a larger scale, but 84.03% is significantly greater than the 2019 statistics reported.

1. The most profitable age group is 20-24.

This is important to understand as we can continue to grow this demographic, but also look to understand how to bring other demographics closer to this level of profitability. Increasing diversity of advertising mediums may be appropriate. According to [www.statista.com](http://www.statista.com), 21% of video game players are 50 years and older. This is an almost completely uncaptured market for Heroes of Pymoli. Understanding ways to capture that market share should significantly impact profitability.