Dave Borowski

Pandas-Challenge

Heroes of Pymoli Summary

After combing through the purchase data generated from the game Heroes of Pymoli, there are a few observations that immediately fall out of the analysis.

The first thing that we observe is though the game is free to play, there is some revenue to be made in offering items to buy. With 576 players participating, there were 780 total purchases which equates to 1.35 purchases per player. Even though the average item price is $3.05, it’s important to note that the most purchased item is Final Critic, which averages to a sale price of $4.61, not the most expensive, but is the most profitable.

The second thing to note is that of the 576 players in the game, just over 84% of the players who play the game are listed as male, with a little under 2% non-disclosed. Despite the gender disparity in player count, it should be noted that spend comparison between Male and Female shows that, on average, females to spend more on items than male, so there is some earning potential there.

The final observation to make is that the majority of the people who play the game lie amongst the ages of 15 and 29 (just over 75%) with the most being 20-24 years of age. Looking at the purchase behavior within that group, they tend to buy the most items, with the third highest total purchase per person.