### **Heroes Of Pymoli**

### **Purchase Data Analysis**

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This game is free-to-play, but players are encouraged to purchase optional items that enhance their playing experience.Its important to run a deep analysis on the purchase data so as to improve the revenue and so to improve the product’s user experience. This data set has 780 observations of 7 different variables (Purchase ID, Player Name, Age, Gender, Item ID, Item Name and Price)

In this analysis I have analysed the purchase data to derive so many meaningful insights, This analysis is carried out to target many important aspects of the product that can help to enhance the overall business.

**1.Age Group analysis:**

Analysing the purchase data based on player’s age explains that people from age 20-24 plays this game the most, however number of people of age group 15-30 is also considerably high .Hence the target age group should be 15-30.

**2. Age group that buys the game items the most:**

Analysing the purchase data based on Purchase count and player’s age shows that people from age group 20-24 (age group of most player count) buy the optional items the most, and the second most is 15-19.

**3. Popular vs Profitable Items:**

Most Popular item is the most Purchased item. By analysing the data we can inferred that Most Popular item and most profitable items are not quite similar, By making most Popular item as most Profitable by adjusting the Price of the most popular items can help to improve the overall revenue of this business.

**4. Gender based Purchase Analysis:**

This analysis depicts that 83.6% of overall players are male, and 14.48% are female players.