

Heroes of Pymoli Analysis

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From the given data of the game Heoes Pymoli, we can draw some conclusion after analyzing they purchases of 576 players.

Total Player	
0	576

There are total of 179 items were sold in data set with the average price of \$3.05. With the total of 780 purchases, the total Revenue from the game is \$2,379.77

	Number of Unique Items	Average Price	Number of Purchases	Total Revenue
0	179	\$ 3.05	780	\$2379.77

Gender Analysis

Among 576 players, most of them are male (84%), while the female players take only 14%. We can conclude that the Heroes of Pymoli attracts male player more than females. However, the female player tense to buy more from the game. The average purchase price as well as total purchase per female player are slightly higher than male players.

	Total Count	Percentage of Players
Male	484	84.03%
Female	81	14.06%
Other / Non-Disclosed	11	1.91%

	Purchase Count	Average Purchase Price	Total Purchase Value	Avg Total Purchase per Person
Gender				
Female	113	\$3.2	\$361.94	\$4.47
Male	652	\$3.02	\$1967.64	\$4.07
Other / Non-Disclosed	15	\$3.35	\$50.19	\$4.56

Age Analysis

Most of players are from 20 to 24 years old (44/79%). The players from 15 to 19 years old also enjoy the game takes 18.58% of total players. The players at these ages also buy most expensive products and buy more per player than the other groups. We should target the players in these ages.

	Total Count	Percentage of Player
age group		
<10	17	2.95%
10-14	22	3.82%
15-19	107	18.58%
20-24	258	44.79%
25-29	77	13.37%
30-34	52	9.03%
35-39	31	5.38%
40+	12	2.08%

	Purchase Count	Average Purchase Price	Total Purchase Value	Avg Total Purchase per Person
age group				
<10	23	\$3.35	\$77.13	\$4.54
10-14	28	\$2.96	\$82.78	\$3.76
15-19	136	\$3.04	\$412.89	\$3.86
20-24	365	\$3.05	\$1114.06	\$4.32
25-29	101	\$2.9	\$293.0	\$3.81
30-34	73	\$2.93	\$214.0	\$4.12
35-39	41	\$3.6	\$147.67	\$4.76
40+	13	\$2.94	\$38.24	\$3.19

Most Popular Items

The below table shows the most popular items bought in the game. The Final Critic is the most purchased item with 13 times being purchased though the item price is higher than many other items.

		Purchase Count	Item Price	Total Purchase Value
Item ID	Item Name			
92	Final Critic	13	\$4.61	\$59.99
178	Oathbreaker, Last Hope of the Breaking Storm	12	\$4.23	\$50.76
145	Fiery Glass Crusader	9	\$4.58	\$41.22
132	Persuasion	9	\$3.22	\$28.99
108	Extraction, Quickblade Of Trembling Hands	9	\$3.53	\$31.77

Most Profitable Items

The below table shows top items that bring most revenue as well as profit to the game. Final Critic and Oathbreaker, Last Hope of the Breaking Storm are both most popular as well as most profitable items. Nirvana, Fiery Glass Crusader and Singed Scalpel are the next in the list.

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92	Final Critic	13	\$4.61	\$59.99
178	Oathbreaker, Last Hope of the Breaking Storm	12	\$4.23	\$50.76
82	Nirvana	9	\$4.9	\$44.1
145	Fiery Glass Crusader	9	\$4.58	\$41.22
103	Singed Scalpel	8	\$4.35	\$34.8