# **Heroes of PyMoli – Data Trend Analysis**

## The game is not making a lot of money ($2,379 total revenue)

Acknowledging that this is most likely a fictional assignment, the game is not making a lot of money! Much more revenue is required for any kind of professional development or profitability

## There are 780 total purchases from 570 players, indicating that roughly ¾ of players are only making one purchase, and that there is little repeat business

This again goes to revenue and profitability. Only a small percentage of users are repeat customers.

## The vast majority of the paying userbase are males, consuming 84% of total purchases

“Females” and “Other” consume 16% of the paying userbase. It would be interesting to compare this figure against broader gaming trends.

## Females are spending approximately 10% more per-person

Females are buying more expensive items than Males.

## The bulk of the purchases are coming from young adults aged between 19 and 27

Over half of all purchases have come from players in this age bracket. Teenages between 15-19 poll respectably, but outside of these age brackets, interest in the game noticeably drops.

## Final Critic is the most popular and profitable item

With 13 total purchases, Final Critic is the most popular and profitable item.

## Does the game have too many items?

We have no hard information on this, but potentially the game has too many items. Few people are purchasing repeat items, many items are only being purchased the once.