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HeroesofPymoli analysis

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The following trends are some observable statistical relationships that were uncovered when the data was analyzed.

The data set as a whole is largely skewed to male players. Nearly 84% of the users identify as male. The remaining 16% of users are made up of female users and those that identify as Other. Interestingly enough, the data also implies that while the user count is dominated by men, female and other identified users spend more on average. The average purchase price by male users is only \$3.02. The average purchase price by female is \$3.20 and by other users, \$3.35. If Heroes of Pymoli is looking to expand profitability more among the existing user base, they should modify the game and/or add new features that will appeal to more of the female and Other gender users, given that they spend more per purchase on average.

A second documented statistic is that nearly 45% of all users fall between the ages of 20 and 24. The game, as it exists currently, experiences a loss of nearly 30% of its core age demographic as these users progress in age. Why this is, we don't know from the data. However, what we do know is that this is quite alarming and Heroes of Pymoli, if it is to continue to build its audience and retain its core community, needs to address the problems within the game that are currently driving its core user group to leave the user community. Perhaps it is part of a larger trend where individuals just progress out of gaming as a whole as they reach the age of 25. However, more analysis is necessary to reveal that answer. All we know is that there is a problem that Heroes would be wise to attempt to address. User retention is critical for the game's long term success.

A third point, related to the second, is another way for Heroes to tackle growth would be to expand its community to target the 15-19 age group. On average, this group spends just one penny less than the core age bracket. (\$3.04 vs \$3.05). This age bracket, 15-19 covers 18.61% of the users. If Heroes can successfully target users at an earlier age, they can bolster the user base in size and bolster the revenue by increasing the spending that is done from those 15-19 aged users. Additionally, by bringing more users in earlier, and ahead of the core age group of 20-24, Heroes maybe able to retain more users as a whole, thus building out the overall community and bolstering revenue further.