David Winton Written Report Week 1 Homework 11/8/2019

Data for “Heroes of Pymoli” players, who purchased games, includes the following three trends:

1. Male players comprised the largest gender demographic group, accounting for 84.03% of the 576 “Heroes of Pymoli” players who purchased games. They made 652 of the total 780 purchases, which totaled $1967.64 with an average purchase total of $4.07 per player.

Although female players only accounted for 14% of the total players who purchased games, they had a slightly higher average purchase total at $4.47 per player.

1. When examined by age groups, players aged 20-24 years old comprised the largest demographic group, accounting for 44.79% or 258 of the 576 players who purchased games.

They made 365 of the 780 game purchases, totaling $114.06 at an average purchase total of $4.32 per player. This is a 6% increase from all male players, who had an average purchase total of $4.07.

1. The top spender was a player with the ID “Lisosia”, who purchased 5 games with a total purchase value of $18.96.

Meanwhile, the most popular game purchased was “Oathbreaker, Last Hope of the Breaking Storm”, which was priced at $4.23 and had 12 purchases totaling $50.76.

The game “Nirvana” was one of two games that tied for second place with 9 purchases each, but it edged out “Fiery Glass Crusader” with a cost of $4.90 and a total purchase value of $44.10.

Summary

Based on the above data, a prime target market group would be male players who are 20-24 years old. Promotional campaigns should also be researched for “Nirvana” and “Fiery Glass Crusader”, considering their higher price point ant popular game ratings.