|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Age Groups Analysis | | | | | | | | |
| Age Group | | Percentage | | Number of Purchases | | Avg Spent Per Person | | Avg Price |
| Young Adult | | 57.0% | | 318 | | $4.30 | | $3.06 |
| Adult | | 22.0% | | 129 | | $3.96 | | $3.02 |
| Minor | | 17.0% | | 105 | | $3.75 | | $2.98 |
| Child | | 4.0% | | 24 | | $4.54 | | $3.40 |
| Gender Groups Analysis | | | | | | | | |
| Gender | | Percentage | | Number of Purchases | | Avg Spent Per Person | | Avg Price |
| Male | | 83.6% | | 484 | | $4.07 | | $3.02 |
| Female | | 14.5% | | 81 | | $4.47 | | $3.20 |
| Other / Non-Disclosed | | 1.9% | | 11 | | $4.56 | | $3.35 |
| Top 5 Product Analysis | | | | | | | | |
| Item Name | Gender | | Age Group | | Total Purchases | | Total Value | | |
| Persuasion | Male | | Young Adult | | 7 | | $22.47 | | |
| Final Critic | Male | | Young Adult | | 6 | | $27.90 | | |
| Lightning, Etcher of the King | Male | | Young Adult | | 6 | | $25.38 | | |
| Fiery Glass Crusader | Male | | Young Adult | | 5 | | $22.90 | | |
| Wolf | Male | | Young Adult | | 5 | | $17.70 | | |

# Conclusions

**Age Demographics**

From the data we found that the market is predominantly players between the ages of 18 – 25. We were also able to see that over 20% of our market is below the age of 18, and 4% of them are 10 years old or younger. While making up a smaller percentage of individual consumers their quantity of purchases is equal to the Adult age group. Although only making up about 20% of purchases The Child age group spends on avg $0.54 more than the other age groups. These insights could highlight a need to increase features around parental supervision and the purchaser’s consent.

**Gender Demographics**

For Heroes of Pymoli in game purchases players identifying as male dominate at 84% of our total. While dominating the total number purchases, the average purchase for male players is slightly lower that the other 2 gender groups. Players who identify as female and other have an average total purchase of around $4.50, and the male players average around $4.00 per purchase. This could indicate that male players prefer the cheaper items in the game, and the other gender groups are willing to spend more. Increasing the availability of these types of items may encourage an increase in purchases of the more expensive items.

**Product Performance**

The item Persuasion attracts the highest number of purchases but falls into a lower tier of item pricing. Items such as Final Critic are only slightly less popular but brings in 44.86% more revenue for every purchase made. It could be helpful to promote items such as Final Critic and Lightning, Etcher of the King to help increase the average purchase price of the Male gender group.