Heroes of Pymoli Financial Analysis

Erik Dubec

1 – Men tend to spend less money per person than any other group. Also, they tend to purchase cheaper items in general. This suggests to me that it would be beneficial to focus on acquiring new female and other/non-disclosed users.

(Note that men make up most of the revenue from purchases, but this is only really because of how many of them there are, rather than spending habits).

2 – While the largest demographic by far (in terms of total revenue) is the 20-24 year olds, the 5-9 year olds and 35-39 year olds actually spend more per person on average. Those are also the groups which happen to, on average, buy the most expensive items. Similarly with the gender analysis above, I believe there should be some focus on increasing users among these two demographics.

3 – It’s interesting that of the supposed 1163 active players, a good 576 of them actually pay for stuff. I’m told that usually you’ll only be able to expect around 2.2% of players to pay for things in-game, and only 0.15% to be ‘whales’ which this game appears to have none of based on the top spenders total revenue.