

University of Minnesota Data Visualization and Analytics Boot Camp

Heroes of Pymoli

Breakdown of In-Game Purchasing Data



Introduction

This is a detailed report regarding purchasing data for the game *Heroes of Pymoli*. The following pages contain graphics with several analyses of purchasing data across different demographics.

Player Count

Total Players

576

Purchasing Analysis (Total)

Number of Unique Items	Average Price	Number of Purchases	Total Revenue
183	\$3.05	780	\$2,379.77

Gender Demographics

	Total Count	Percentage of Players
Male	484	84.03%
Female	81	14.06%
Other / Non-Disclosed	11	1.91%

Purchasing Analysis (Gender)

	Purchase Count	Average Purchase Price	Total Purchase Value	Avg Total Purchase per Person
Gender				
Female	113	\$3.20	\$361.94	\$4.47
Male	652	\$3.02	\$1,967.64	\$4.07
Other / Non-Disclosed	15	\$3.35	\$50.19	\$4.56

Age Demographics

	Total Count	Percentage of Players
<10	17	2.95%
10-14	22	3.82%
15-19	107	18.58%
20-24	258	44.79%
25-29	77	13.37%
30-34	52	9.03%
35-39	31	5.38%
40+	12	2.08%

Top Spenders

	Purchase Count	Average Purchase Price	Total Purchase Value
SN			
Lisosia93	5	\$3.79	\$18.96
Idastidru52	4	\$3.86	\$15.45
Chamjask73	3	\$4.61	\$13.83
Iral74	4	\$3.40	\$13.62
Iskadarya95	3	\$4.37	\$13.10

Most Popular Items

		Purchase Count	Item Price	Total Purchase Value
Item ID	Item Name			
178	Oathbreaker, Last Hope of the Breaking Storm	12	\$4.23	\$50.76
145	Fiery Glass Crusader	9	\$4.58	\$41.22
108	Extraction, Quickblade Of Trembling Hands	9	\$3.53	\$31.77
82	Nirvana	9	\$4.90	\$44.10
103	Singed Scalpel	8	\$4.35	\$34.80

Most Profitable Items

		Purchase Count	Item Price	Total Purchase Value
Item ID	Item Name			
178	Oathbreaker, Last Hope of the Breaking Storm	12	\$4.23	\$50.76
82	Nirvana	9	\$4.90	\$44.10
145	Fiery Glass Crusader	9	\$4.58	\$41.22
92	Final Critic	8	\$4.88	\$39.04
103	Singed Scalpel	8	\$4.35	\$34.80

Trends

Gender

Male players account for the majority of players (84.03%), sales (83.59%), and revenue (82.68%). Males not only play more, they also spend proportionally.

Age

20-24 year olds account for the majority of players (44.79%), sales (46.79%) and revenue (46.81%). The next group is 15-19 year olds at 18.58%, 17.44%, and 17.35% respectively. Both of these groups spend proportionally and together they account for 64.16% of all revenue.

Items

Oathbreaker, Last Hope of the Breaking Storm was both the most popular and most profitable item at 12 purchases for a total of \$50.76. This item alone accounts for 2.13% of all revenue. The top five most profitable items together account for \$209.92 of revenue. This means that the top 2.73% most profitable items account for 8.82% percent of profits!

Conclusion

From the data it is clear that revenue comes from a few key demographics. Even though males and individuals between 15-24 account for the majority of revenue, other things need to be considered,

- Even though males spend more, it is only due to larger population.
- Same as with gender, spending is proportional to population across age groups.
- A few key items make up a large percentage of revenue, but a much larger percentage could be attributed to variety (there are 183 unique items).