Heroes of Pymoli Observations

1. The vast majority of players are male (over 80%). This is useful ot know in terms of marketing towards the audience and advertising.

2. A second important observation is that the average price of the items was $3.05. However, the most popular item to buy was priced at $4.23. In fact, 4 of the 5 most purchased items were priced higher than the average item price of $3.05. To me, that suggests that players are open to spending more money than the game creators might think. I would suggest to mark up new items in the game at a higher price point.

3. Another key observation is the majority of players are ages 20-24 (44.79%). This is an important insight for marketing.