Observations from Heroes of PyMoli

The first useful observation from PyMoli is the gender distribution. Knowing the gender distribution is weighted heavily towards males allows untargeted ads to be focused on the male demographic. On the other hand it also raises the opportunity to find what type of advertising might draw in more female customers from an advertising standpoint or game design standpoint. The ‘other’ category is a small percentage meaning attention will be best spent on the larger groups.

The second useful observation would be age demographics. The first obvious piece of this is similar our first observation, it helps tailor advertising and game design decisions. Another way to leverage this data is to make speculations about long term health of the game. By keep track of age data over the years we can plot the lifetime of a user in the game. If it is noticed that the average user age is increasing it might be worth investing in attracting younger customers to make sure the player population does not age out as the start to have more demanding jobs or start families.

My final observation would be about popular items. Knowing what items are the most popular allows for planning of sales or other promotions. It also allows for evaluating what makes an item popular and then designing more items similar to it in the ways that made it popular and adding them to the game as new items for players to chase.