Gregory O’Brien

Heroes of Pymoli Report

When breaking the data down by gender, we see that males make up an overwhelming majority of the players and revenue, spending 5 times the amount of money as females. This is an important statistic because it tells us that we need to make a greater marketing effort towards females.

The data set shows that a majority of our customers are between the ages of 25 and 29, however, the age range of 35-39 years old has the highest average purchase price. Gaining more customers that belong to this age group would be the most lucrative in the long term. The average purchase price for each age group ranges from 3 to 5 dollars, therefore the average price does not skew that much in any age group.

When we separate the data by item, we see an alarming number of items that do not have any purchases. This is something that stands out because the company is going net negative on these products. This is data is very skewed, based on the fact that the top item has 12 purchases while 597 do not have any sales. This is alarming and funds should go to games that are actually getting sales like, Despair, Favor of Due Diligence, which has 12 purchases.