Conclusions based on Heroes of Pymoli Data

After finding and analyzing all data points we can conclude many different things about this Game and those who are playing it

1—My first conclusion is there are a lot more Male players than Female or Other players. This is good to know for marketing and advertising, either continue to market to the Males, but this makes up 84% of the demographics. The company might find it beneficial to put more effort into reaching other groups to bring them into play.

2—I make this comment because if you look at the Average Purchase price per Person by gender, Other and Female are ranking much higher and this could tap into a new revenue the company really needs.

3—My third and final observation is that the age range 20-24 is bringing in the most players. However, 15-19 and 25-29 are also higher than other age groups but no where near the amount of the 20-24 grouping. The 20-24 age group also has one of the higher Average Total Purchases per Person. The 20-24 age range is the best performing overall and will continue to perform like this. So tapping into this group will only bring in more purchases!