Report: Heroes of PyMology

The purchasing history of 576 players was represented in the data set provided for the game Heroes of PyMology. Total revenue ($2,379.77) was obtained from 780 purchases from 179 different items. The average price of the items is $3.05.

The game is most popular among males, making up 84% percent of the players. The age range for three quarters of the gamers is between 15 to 26 years old. And just under 50% of the gamers are 20-24 years of age, this age range also makes up most of the bulk of the revenue.

The average purchase price, of the items available in the game, is higher among Female and Other/Non-Disclosed genders. Since the game is heavily favored by males there could be an opportunity to increase revenue if the game were to be tailored to increase adoption by the female gender.

Profitability based on items available to purchase is not heavily weighted to certain items. The top two profitable items are also the most popular. The top five spenders of the game spend similar amounts on average with a total purchase value under $20. To increase revenue, it would be good to asses the value added to the game play by the top to items and provide more options to the users. If there is a cap of $20 spent on items by the users, increasing items that make game play more enjoyable could increase the cap.

To continue to bring in profits it is my recommendation to expand items available in the game to keep the current popular demographic and age group engaged. It is also worth to investigate modifications or expansions to the game that could bring in female players which might bring in higher profits if spending by this group is indeed higher than males.