***Panda-Challenge: Videogame Heroes of Pymoli, Analysis***

Heroes of Pymoli is one of the hot videogames in the market, having huge acceptance by the consumer in a very shot time span. It highly escalated in the preference, due to being a high pack free to play action mix it with a fantasy quest storyline that caught the imaginations of gamers worldwide. One very important element to take a consideration, is that gamers are encourage to buy optional limited items that enhance their experience.

The following purchase trends were found after a deep study and analysis of the purchases data gained since its released:

1)Overall, the games had a total 576 active gamers that at least has bought a limited item in our stream service, with an average of price of $3.05. The overall number of purchase reach in that time span were 780. Thus, the total of unique of offered were 183, representing an earning of almost $2,400. **(Review the Player Count and Total Purchase Analysis).**

2)The core source of purchase came from males’ gamers, that represented the 84% percent of their active consumer (484 gamers). This population bought in total 652 items, with an average price $3.02. Hence, the total amount of money earned was $1,967.4.64. On the other hand, female gamers represented 14% of the overall active population (81 gamers). Female gamers just bought a total of 113 items, resulting in a higher average price than man with $3.20. Thus, the earned gained by them just barely $361.94. There was a total of 11 gamers which gender was not identified or not disclosed, just represented the 1.91%, that bought 15 items, with earnings of $50.19. **(Review the Gender Demographic and Total Purchase Analysis by Gender).**

3) The main identify age of gamers consumer was between 20-24, representing 44.79% of all population of the active consumer population (258 gamers). They acquired 365 items, within an average price of 3.05 and earnings of $,1114.06. They are followed by gamers between 15-19 and 25-29, representing a total of 18.85% (107 gamers) and 13.37% (77 gamers). The total of items purchased by them were 136 and 101 each group. The average of price achieved by both of those groups were 3.05 and 2.90 respectively. Thus, the total of earnings gained were $412.89 and $293 each. It is clearly that this 3 main age ranges represent the most income overall as this gamer have the income, the time, maturity to enjoy the game. **(Review the Age Demographic and Total Purchase Analysis by Age).**

4) Lisosaia93 was ranked number 1 of our top spenders buying a total of 5 items within an average price of $3.79, and earnings of $18.96. It was followed by Idastridu52 (4 items) Iral74 (4 items), Chamaskaj73(3items) and Iskadarey75(3items). However, the total of income earned by their respective purchases shows that Idastridu52 gained $15.45, followed by Chamsakaj73 with $13.83, Iral74 with $13.62 and Iskaerarey75 with $13.10 **(Review Top Spenders Analysis).**

5)Among all the items, the Oathbreaker, Last Hope of the Breaking Storm is the most popular and most profitable item of them all. Gamers bought the item a total of 12 item, with an average price of 4.23 and earnings of $50.76. It was followed by Nirvana, Fiery Glass Crusader and Extraction Quick Blade which were the predilected items of the gamers with 9 times each. However, only Nirvana and Fiery Glass Crusader gained consistent earnings ($44.10 and $41.22). On the Hand the Extraction Quick Blade is not as profitable as other items like other less demanded items like the Final Critic or the Singed Escape (having felt behind them with earnings of $31.77). **(Review Most Popular Items and Most Profitable Items).**

In conclusion, the total of gamers that purchased the optional items were 576 gamers, composed almost entirely of males between an age 20-24. This identify target probably had the maturity to understand the complexity of the game, generated the income needed to purchased the item and invest a huge amount the time in the game, resulting in a huge amount of earnings through this medium.

Our most important consumer is Lisosasia93 buy in 5 items, followed by 4 other gamers, in which the most predilected item was the Oathbreaker, Last Hope of the Breaking Storm, acquired a total of 12 times becoming in the process the most profitable item.

Nonetheless, base on this result the company could take the following action to enhance the purchases the following months:

* Create more appeal items that are more likeable to the female gamer market, in order to attract more gamers, specially between ages 20-24.
* Offered to the market special items package to boost the purchase of less profitable items.
* Make special seasonable offers to your most profitable items in the market.
* Create brand new items that boost the gamer choices, and upgrade your current items
* For the top 5 spenders, make special offered just for them, or created a monthly purchased ranked, where you can reward your top spenders for their loyalty with discounts, offers, or extra items.