Pandas: Heroes of Pymoli

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Conclusions:

Overall we’re able to conclude:

1. The age range that spends the most and buys most frequently overall are 20-24 year olds, with 15-19 year olds and 25-29 year olds coming in second and third place respectively.
2. Men spend almost five times as much as the other gender categories combined.
3. The average price spent is roughly $3, with the median spending around $1.76. This means the top half of players spend a range from 1.76 to 18.96 while the bottom half spend 1.00 to 1.76. The overwhelming majority buys one item, with the top 162 players buying 2 items or more. Only a the top 38 buy more than 2 items and only three people buy more than 3 items.
4. The item “Persuasion” is very popular but not as profitable as the Singed Scalpel.

From this data we can conclude:

1. We should gear our game towards young adults and look for ways to maximize our storyline/weapons/characters to this cohort.
2. We should find gear our game towards men who are looking to play as they’re the ones who overwhelmingly buy in our game.
3. Most of our earnings come from the top 50%. We can give discounts on top earners as a way to entice more purchases. Ideally after 2 or 3 purchases.
4. We need to increase the price of “Persuasion”, as many people buy it but we are not making as much as we could.