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Heroes of Pymoli

One of the first trends that I noticed with this dataset, is that 84% of the total players in this game are ‘Male’. That is equivalent to more than 3 ‘Males’ for every person that is playing in this game. The second thing that I noticed, was that although there are significantly more ‘Males’, the ‘Other/Non-Disclosed’ and ‘Female’ genders spend more on average per purchase than ‘Males’ did. Granted, there is a smaller population of these two as compared to ‘Males’, so we would need to gather some more data over time to see if it holds true.

Another observation that I made is that almost half (44% to be exact) of the total player base is within the age range of 20-24. The next closest group is the ages of 15-19 with 18%, less than half of the former. I feel this is fairly consistent with where we are today in terms of games as majority of those in that age range probably grew up playing video games, and so they would be a good demographic to target as they are also just starting to get good paying jobs where they might be more willing to spend money. And although they are the largest group, they are actually third in terms of average spending per person, below ages less than 10 and ages 35-39 respectively. The most purchased item in the game thus far has been ‘Oathbreaker, Last Hope of the Breaking Storm’ which has a count of 12 purchases. It has also been the most profitable, bringing in $50 thus far.