

Heroes Of Pymoli Data Analysis:

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- There has been total 780 purchases by a total number of 576 players. It is evident that male players purchased the most games (84%) compare to female players (14%). This shows that male players are more addicted towards playing games!
- Looking at the age demography table, it is depicted that the majority of the players are at the age ranges from 15-34. This constitutes about 86% of the players. This can be considered as major market segments where game developers might want to focus on marketing. More than 50% of the players are within the age ranging from 15-29 (63.37%). This is can be considered as most profitable age segment.
- Looking at the most popular and profitable items, it shows that **Final Critic, Oathbreaker and Last Hope of the Breaking Storm** are among top two items common to both the categories.