Analysis

1. There are significant number of differences in player’s gender. 84% are male, 14% are female.
2. Almost half (44%) of players is in age of 20-24. 18% in age of 15-19. 13% in age of 25-29.
3. Marketing team in HeroesOfPymoli should focus on male player between age of 15-29. To increase the revenue and to attract player, marketing team should offer event that is focused on age of 15-29 by analyzing their playing behavior, playing time, etc. Ex) providing discount coupon or bonus for those who purchase item during specific time (avoiding school time).