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Observable Trends – Heroes of Pymoli

Three observable trends based on the data are broken down by the given titles:

**Gender Demographics and Purchasing Analysis**

One of the observable trends is of the total 576 players – there was an inverse correlation to the gender demographic and the average money players would spend. Male gender demographics was 84%, at 484 players, and typically spend on average $4.07 per person. On the contrary, female player made up 14.06% at 81 players and typically spend on average $4.47 per person. Where those that defined themselves as ‘other / non-disclosed’ only made up 1.91%, at 11 players, but typically spend on average $4.56.

**Age Demographics and Purchasing Analysis**

Another observable trend is the age group breakdown and spending habits. One observation is that those within the age group of 20-24 years of age tend to make the most purchases but only spend on average of $4.23 per person. Whereas players within the 35-39 years of age spend on average $4.32 per person, but only purchase a tenth of what the 20-24 age demographic pays. In fact, the target age groups marketing should be focused on are between 15-24 years of age with an expected total purchase per person between $4.14 and $4.23.

**Most Popular Items and Profitable Items**

The final observation is within the game mechanics and profitability. Majority of players want to buy the item ‘Oathbreaker, Last Hope of the Breaking Storm’ with a purchase value of $50.76 and most popular item at 12 purchases within this data set. Increasing or decreasing it’s game mechanics might impact it’s retail value and popularity amongst players.