Pymoli Data Set

Observable Trends

Pymoli data set contains purchase information on optional items for the free-to-play game. Here are five insights that may be useful for the future decision-making process.

1) Male players’ total purchase count and total purchase value are far greater than female players.

2) Approximately, 77% of players who purchased optional items are between 15 and 29 years old.

3) Although male players are dominant in the data set, mean purchase price and mean total purchases per person of female players are higher than male players.

4) Almost half of players are between 20 and 24 years old, but players who are between 35 and 39 years old tend to spend more than any other age groups.

5) We may expect higher total purchase value from female players in the future if purchase count for each gender is the same and the mean purchase price is higher than male.