Observable Trends – Heroes of Pymoli

**Gender Demographics and Purchasing Analysis**

There was an inverse correlation to the gender demographic and the average money players would spend. Male gender demographics was 84.03%, 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 others 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 $3.02 per person. Whereas players within the 35-39 years of age spend on average $3.40 per person, but only purchase a tenth of what the lower 10 age demographic pays. In fact, the target age groups marketing should be focused on between 15~19 and 20~24 years of age with an expected total purchase per person between $3.11 and $3.02.

**Most Popular Items and Profitable Items**

The final observation is within the game mechanics and profitability. Majority of players want to buy the item ‘Final Critic’ with a purchase value of $59.99 and most popular item at 13 purchases within the data set.