Heroes of Pymoli

Observations:

Studying purchasing analysis and Gender, age demographics etc. and the trend is as follows:

1. Male players out number female and other non-disclosed participants greatly and seems to be the target audience for this game. Also this poses opportunity for company to venture out into developing games that are more gender neutralized so they can grow business among females as well.
2. Age demographics also indicate that this is not played by teenager or by older groups but its played mostly by young professionals/ new graduates as Age demographics indicate that majority of business to this game came from age group 20-24. Which again provides upwards or downwards movability to increase market share in growing app-based games.
3. Females tend to spend more than males on games/in app purchases which point us and provides us boost to investigate creating more gender neutral and female enticing games and in app purchases as they are more prone to spend more on given game when compared to male or other non-disclosed participants.
4. Most profitable items coincide for most part with most popular games but there are some that are very profitable but not necessarily popular. Team should focus on developing more diverse marketing strategies giving boost to profitable games and also entice customers to try newer games if they are continuously purchasing most popular list of games.