Trends from Heroes of Pylomi Exercise

Players of Heroes of Pylomi tend to be young and male. Based on the analysis of age and gender demographics, 4 out of 5 of the players were male (81 percent, n = 465) and the most purchases were made by people ages 20-24 with 336 total purchases. Males also bring in the largest amount of revenue with the total purchase value among males totaling $1867.68.

Because we’re working with purchasing data, it’s possible there could be more female and older players and perhaps, they play the game but just do not make as many purchases.

Looking at the average purchase value ($2.93) along with the purchase count and total value for the highest spenders, it appears that the game generates its most revenue from a high frequency of purchases of lower to mid-range items rather than multiple purchases of high cost items.