

## **Heroes of Pymoli Purchase Data Analysis – Key Takeaways**

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- **Heroes of Pymoli has a user base that skews heavily male and between the ages of 15 – 29.** Roughly 84% of users identify as male, and just over three-fourths of users are between the ages of 15 – 29. Further, the game's user base is heavily concentrated among 20 – 24 year-olds, reflecting approximately 45% of the game's total user base.

**Fig. 1: Heroes of Pymoli User Demographics by Gender and Age**

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Unique Players by Gender		% of Total
Male	484	84.0%
Female	81	14.1%
Other / Non-Disclosed	11	1.9%

Unique User Count		% of Total
Age Bin		
<10	17	2.95%
10-14	22	3.82%
15-19	107	18.58%
20-24	258	44.79%
25-29	77	13.37%
30-34	52	9.03%
35-39	31	5.38%
40+	12	2.08%

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- Purchase concentration in the game by age group and gender is largely consistent with the overall demographic profile of the user base, while females spend slightly more on average than males.

**Fig 2. Heroes of Pymoli Purchaser Data Analysis**

	Purchase Count	Average Purchase Price	Total Purchase Value	% of Total Revenue	Avg Total Purchase / Person
Age Bin					
<10	23	\$3.35	\$77.13	3.2%	\$4.54
10-14	28	\$2.96	\$82.78	3.5%	\$3.76
15-19	136	\$3.04	\$412.89	17.3%	\$3.86
20-24	365	\$3.05	\$1,114.06	46.8%	\$4.32
25-29	101	\$2.90	\$293.00	12.3%	\$3.81
30-34	73	\$2.93	\$214.00	9.0%	\$4.12
35-39	41	\$3.60	\$147.67	6.2%	\$4.76
40+	13	\$2.94	\$38.24	1.6%	\$3.19

	Purchases Count	Avg Purchase Price	Total Purchase Value	% of Total Revenue	Avg Purchases / Person
Gender					
Male	652	\$3.02	\$1,967.64	82.7%	1.3
Female	113	\$3.20	\$361.94	15.2%	1.4
Other / Non-Disclosed	15	\$3.35	\$50.19	2.1%	1.4

- Player spend is highly diffuse, with the top 5 players collectively representing just over 3% of overall revenue.

**Fig. 3 Revenue Concentration Among Top 5 Spending Players**

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	Purchase Count	Avg Purchase Price	Total Purchase Value	% of Total Rev
Lisosia93	5	\$3.79	\$18.96	0.8%
Idastidru52	4	\$3.86	\$15.45	0.6%
Chamjask73	3	\$4.61	\$13.83	0.6%
Iral74	4	\$3.40	\$13.62	0.6%
Iskadarya95	3	\$4.37	\$13.10	0.6%

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