Heroes of Pymoli Analysis

Through analyzing the “Heroes of Pymoli” purchase data, we can draw many conclusions regarding our customer base and in-game ecosystem. One such observation is that while our player base is overwhelmingly male, the female players spend more on average on in-game items. This may want us to try marketing the game to females more. When looking at the age group data, an interesting observation I made was that while the number of players who are younger than ten is relatively low, this age group had one of the highest Average Total Purchase per Person. This is possibly because the kids have their parents’ credit cards linked to their account and are spending money on in-game items without their parent’s knowledge. This may be something that we want to address as the game continues to grow so that we can avoid the negative PR that has plagued other games. One final observation that I made is that two of our most popular in-game items have a relatively low price. This may make us want to raise the price of “Persuasion” and “Extraction, Quickblade Of Trembling Hands” to increase our revenue.