

Megan Dodson

T/Th Cohort

Homework 4: Pandas Challenge – Heroes of Pymoli

Written Report: 3 conclusions drawn from the data for Pymoli

1. While men are more likely to make an in-game purchase (84.03% of purchases made by individuals who identify as male), females and other/non-disclosed players spend more per purchase on average at \$4.47 and \$4.56, respectively. If the company were looking to make more from in game purchases, they could look at targeting their marketing to the female and non-disclosed players.
2. Most players (44.8%) and purchases (46.8%) come from the 20-24 age range. This group is purchasing at a rate of 1.41 purchases per player. Interestingly, the 30-34 year old range is purchasing at a similar rate of 1.40 purchases per player despite having being only 20.2% the size of the 20-24 players (258 players in the 20-24 age range and 52 players in the 30-34 age range). If the company is looking for ways to grow the revenue from the game, they could investigate expanding marketing to the 30-34 demographic. This demographic is also likely to have more disposal income to spend on in game purchases.
3. There were 780 purchases in this data set. These purchases were made by 576 unique SNs. Of those purchasers, only 162 were repeat buyers (28% of the buyers). Only one person made 5 purchases and only two people made 4 purchases. Of the repeat buyers, the average purchase count was ~2.6. The total purchase rate was 0.7 across gamers. The company should investigate why gamers are not purchasing or only purchasing once. Increasing the conversion rate would increase revenue.