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Heroes of Pymoli Demographic Trends

Heroes of Pymoli has $2,379.77 in Total Revenue (TR) from 780 total transactions from players. The purchases per player averaged at $3.05, spent on 183 unique optional items to enhance their playing experience.

1. Of the 576 players of the game, 84.03% are male and account for $1,967.64 of the TR. This averages $4.07 per male player spent on optional items. While Female and Other/Non-Disclosed players made up minorities of the population, 14.06% and 1.91% respectively, they are noted pay a higher average price per player (at $4.47 and $4.56, respectively).
2. Almost half of the players of Heroes of Pymoli are between the ages of 20-24 (44.79%), followed by players from ages 15-19 (18.58%). Players in these age brackets account for 64% of sales, and are willing to spend an average of $3.86 and $4.32 per player. However, willingness to spend most money ($4.76 per player) goes to the 35-39 year age group.
3. Item number 178 (Oathbraker , Last Hope of the Breaking Storm) seems to be the most popular item. having been purchased 12 times at $4.23, it’s Total Purchase Value is $50.76. This is followed by items 145 (Fiery Glass Crusader) and 82 (Nirvana) each having been purchased 9 times, $4.90 and $4.58.

Opportunities:

* 1. A marketing strategy to recruit more Female and Other/Non-disclised players could boost sales.
  2. Likewise a sales strategy, like discount on our most popular items could increase number of sales and profits on those items.