

Heroes of Pymoli

Males versus Females

While males are by far the majority users (~ 84% of players versus ~14% for females) of our recently released fantasy game, Heroes of Pymoli, females on average spend more money per purchase (\$3.20 for females versus \$3.02 for males). And on an average total purchase per person by gender, males spent \$4.07 versus \$4.47 for females.

It might be wise to somehow target females with the marketing for game. However, females do make up such a small percent of the current users that it might be more profitable to focus marketing efforts on males. Just something to think about based on the data and perhaps worthwhile to dive deeper into the numbers and data analysis.

Note:

It would be very helpful to know the exact male and female classification for the “Other / Non-Disclosed” category because this group’s average purchase price and average total purchase per person far exceeds these averages for the male and female groups (Other / Non-Disclosed = \$3.35 per purchase and \$4.56 average total purchase per person).

Individual Item Prices

Quantity versus Price – which should be valued more? The most profitable items are some of the most expensive items. Clearly, the lower-priced items must have a significantly higher number of purchases to come close to the revenue generated by the higher-priced items. A great example is the Final Critic. This item is number four on the top five most profitable list but it is not even in the top ten most popular list.

Age Brackets

The age group representing the largest portion of the entire sample (~ 45%) is ages 20 to 24 years old. While this age group spends the most money (~ \$1,115 in total purchase value and an average purchase of \$4.32), the group that has the highest average purchase amount is the 35 to 39 year olds (\$4.76 per purchase).