

## Heroes of Pymoli Analysis Summary

Our analytics team was tasked with analyzing purchase data for one of our latest games, “Heroes of Pymoli”. Analyzing a narrow set of data, consisting of only gender, age, screen name and item information we were able to generate some meaningful insights regarding purchase transactions that provides valuable information about our target audience and perhaps even uncover marketing possibilities for growth within underperforming player demographic categories.

### Summary Statistics

The data we analyzed was composed of 780 purchases from 576 unique users generating \$2,379 in revenue.

Number of Unique Items	Average Purchase Price	Total Number of Purchases	Total Revenue
179	\$3.05	780	\$2,379.77

### Sales Performance by Gender

The most significant trend mined from the data is that over 84% of the purchases were by our male players.

	Gender Total	Percentage of Total
Male	484	84.03%
Other / Non-Disclosed	11	1.91%
Female	81	14.06%

Since we are only analyzing purchase data, we are not able to correlate player universe to purchase data. There may be a higher female percentage of players versus female purchase percentage, which may present an opportunity for offering additional items that appeal to female players, which leads to our next interesting insight, which is females spend 9.8% more per purchase than males.

	Purchase Count	Average Purchase Price	Total Purchase Price	Avg Total Purchase per Person
Gender				
Female	113	\$3.20	\$361.94	\$4.47
Male	652	\$3.02	\$1,967.64	\$4.07
Other / Non-Disclosed	15	\$3.35	\$50.19	\$4.56

## Age Performance

Analyzing the purchase data by age category we were able to determine that 77.2% of the purchases were by players between 15 and 29 years of age.

	Purchase Count	Average Purchase Price	Total Purchase Price	Avg Purchase Total Per Person
Age Category				
<10	23	\$3.35	\$77.13	\$4.54
10 to 14	28	\$2.96	\$82.78	\$3.76
15 to 19	136	\$3.04	\$412.89	\$3.86
20 to 24	365	\$3.05	\$1,114.06	\$4.32
25 to 29	101	\$2.90	\$293.00	\$3.81
30 to 34	73	\$2.93	\$214.00	\$4.12
35 to 39	41	\$3.60	\$147.67	\$4.76
40+	13	\$2.94	\$38.24	\$3.19

## Top Performers

The game item “Final Critic” was the best seller and generated the most revenue. It would’ve been advantageous to include item release date in data set, so we could measure an items sales performance over time.

## Most Profitable Items

		Price	Purchase Count	Total Purchase Value
Item ID	Item Name			
92	Final Critic	\$4.88	13	\$59.99
178	Oathbreaker, Last Hope of the Breaking Storm	\$4.23	12	\$50.76
82	Nirvana	\$4.90	9	\$44.10
145	Fiery Glass Crusader	\$4.58	9	\$41.22
103	Singed Scalpel	\$4.35	8	\$34.80

## Conclusion

From the data we were able to identify our most active purchaser demographic, males between the ages of 15 to 29. However, the data may not represent the entire universe of purchase data and just may be snapshot of data for a non-specified time period. It would be beneficial to have purchase date and the entire universe of purchases, so that we can do some trend analysis. Additional insight can also be achieved by correlating active player universe to universe of player purchase data, so that we can determine percentage of players that have no purchase and track over time as well.