Heroes of Pymoli Analysis

The first and most obvious observable trend I noticed is that the vast majority of total players are male. Of the 576 total players, 484 are male. This is 84% of all players are male. This would show that the major customer base of the game are males.

Also, the age range that is most represented is 20-24 years old. There are 258 players, or almost 45%, of all players fall into that age range. If you expanded this slightly to include the two other age ranges on either side 20-24, you can encompass most of all players. In other words, 442 of the 576 players are in the age range of 15-29. This is almost 77% percent of all players.

The 20-24 age demographic also makes about 46% of all the purchases. Again, if you expand this to include the 15-29 age range, that comprises 77% of all purchases.

By combining these two trends, you could postulate that your main customer base is males between the ages of 15 and 29. More specifically, the target demographic is males age 20-24.

While males constitute the larger volume of players and purchases, females and other/non-disclosed genders spend more per person than males do. Males make up 84% of all the purchases made, but only spend $4.07 on average per person. The female and other/non-disclosed genders only make up 16% of the total purchases but spend $4.47 and $4.56 respectively. That means that those genders spend about 10% and 12% more per person than males do. They also spend more per purchase than males, about 6% and 11% more correspondingly.

This is a noticeable increase, but not so much that males would not still be the primary customers. However, this could show that if you are able to attract more females and other/non-disclosed genders that could prove to be a profitable endeavor.

There is also a strong correlation between the most popular and the most profitable items. Three of the five most popular items are also in the top five of most profitable items as well. The price of all items ranges from $1 to $5. Three of the top five most popular items are over $4, and four of five are over $3.50. This shows that players prefer to buy higher priced premium items than low end cheaper items.

The players who are willing to spend the most money, are willing to spend it on higher priced items. All five of the top spenders have an average purchase price of $3.40 or greater; two of the five have an average spend over $4.25.