When we are looking at the data analysis, we were able to produce from our Heroes of Pymoli project we can see a few different insights.

The majority of players were male, being 62.05% of the total users, which is over half of the total majority of female players and other players combined. Male players have a higher purchase count but have spent less on the average purchase price meaning the female/other player demographic is more profitable if they could be reached.

Looking at the age demographics we can see that players aged 20 to 24 are the number one age group playing Heroes of Pymoli. This group also had the greatest total purchase value however they had a lower average purchase price at $3.06 compared to the age group 35 to 40 years who spent an average of $3.44. This average difference could be attributed to the older demographic having higher paying jobs in comparison to the younger set of people.

When looking at the items that could be purchased, we can see that the number one most popular and profitable item is the “Final Critic”. The profit margin could be attributed to the “Final Critic” being the most popular therefore it had the most purchases on an item. The item “Fiery Glass Crusader” makes the top 5 most profitable items but does not make the most popular items, whereas “Persuasion” is the adverse. It would be beneficial to the company to raise the cost of “Persuasion” to make it more profitable since it is such a popular item.