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Heroes of Pymoli Trend Findings

The first trend to discuss is regarding gender. Of the 576 players in the dataset, 84% were male while 14% were female. On average, females were willing to spend about $0.40 cents more than males or about 10% more. Despite this however, most players are male, and males brought in $1606 more than females in total. Considering most of the player base is male and bring in more revenue, it would likely be wise to target males as a segment. Ignoring female and other/non-disclosed would be a mistake for the game however as both segments still form about 16% of the player base and have significant impact over the health of the game and how the community views the company.

The second trend to discuss is regarding age. Age groups 15-29 represent 76.74% of the player base. As expected, young adults bring in much of the revenue for Heroes of Pymoli and purchase the most content. Tailoring content in the future towards young adults in that age group would likely appeal to the most people. As with before however, ignoring the especially young, <14, and older audiences, 30+, would run the risk of ruining the company’s public image and/or alienating parts of the player base.

The third trend to discuss is regarding the top spenders and items overall. The top spenders invest a fair amount of money overall but have purchased no more than 5 items. This suggests the game overall is quite fair without any overpowered items and there are no whales. Next, the Final Critic and Oathbreaker are the most frequently bought and profitable items. They purchased about 33% more than the next closest items and though they are pricey, they are not the most expensive.