

Heroes of Pymoli trend analysis

Working with the data provided for the Heroes of Pymoli I couldn't help noticing a few inconsistencies of the data. Some players have been spotted referenced to different genders and to various age. While these inconsistencies are minor, they still can impact the results in cases of messier and bigger data sets.

Having said that, the analysis could expose some certain trends in game data.

1. We can immediately see that percentage of male players is dominant in overall players population. Prevailing numbers also lead to bigger total purchase values, and even after normalization the average purchase of a male player is higher. Perhaps, we can count on male players as our target audience when introducing new items.

2. The age data shows that our audience is mainly in its late teens and earlier 20s. Even though the average price in these age groups are not the highest overall, the amounts of purchases is massive. Appealing to culture of these age groups can lead us to sales increase.

3. There was no clear evidence that artifacts or weapons are more profitable. In top fives of most popular and most valuable items both were present, so it doesn't seem reasonable to significantly fluctuate the percentage of their presence in the game.