

An Analysis of Purchases made

by Players of Heroes of Pymoli

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TABLE OF CONTENTS

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[**SUMMARY** 2](#_Toc33458577)

[**KEY FINDINGS / CONCLUSIONS** 3](#_Toc33458578)

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# **SUMMARY**

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Heroes of Pymoli is a fantasy video game created by an Independent Gaming Company.

Although the game itself is free to play, players are encouraged to purchase optional items that enhance their playing experience.

The makers of Heroes of Pymoli hired us to analyze the game’s purchasing data and identify key insights. This report contains the key findings from our analysis of the data provided to us.

The data provided to us consisted of the following details for 780 distinct purchases:

* **User Name**
* **User Gender**
* **User Age**
* **User Purchases**
* **Purchased Item Name**
* **Purchased Item Price**

The dataset was analyzed using **pandas,** which is a software library written for the **Python** programming language for data manipulation and analysis.

This Paper presents the key findings / conclusions that we believe should provide makers of Heroes of Pymoli with valuable insights for optimizing its marketing efforts to its target audiences.

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# **KEY FINDINGS / CONCLUSIONS**

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1. **Gender-based Metrics:**
   1. Males accounted for the highest number of players who made purchases - - 484 out of 576 total players (84% of the total), followed by:
      1. Females who accounted for 81 players (14% of the total), and
      2. “Other/Undisclosed” Category, who accounted for 11 players (2% of the total).
   2. These results are visually displayed in Chart 1 below.
2. **Age-based Metrics:**
   1. We categorized the 576 distinct players who made purchases into 8 distinct Age Groups.
      1. Players in the Age Group 20-24 accounted for the highest number of players who made purchases - - 258 out of 576 total players (45% of the total), followed by:
         1. Age Group 15-19: 107 out of 576 total players (19% of the total).
         2. Age Group 25-29: 77 out of 576 total players (13% of the total).
      2. Players in the Age Group of 40+ accounted for the lowest number of players who made purchases - - 12 out of 576 total players (2% of the total.
   2. These results are visually displayed in Chart 2 below.
3. **Profitability-based Metrics:**
   1. The top 5 most profitable items were as follows:
      1. Oathbreaker, Last Hope of the Breaking Storm: $ 50.76
      2. Nirvana: $ 44.10
      3. Fiery Glass Crusader: $ 41.22
      4. Final Critic: $ 39.04
      5. Singed Scalpel: $ 34.80
   2. These results are visually displayed in Chart 3 below.
4. **Popularity-based Metrics:**
   1. The top 5 most popular items (as can be seen in Chart 4 below) were as follows:
      1. Oathbreaker, Last Hope of the Breaking Storm: 12 Purchases
      2. Fiery Glass Crusader: 9 Purchases
      3. Extraction, Quickblade Of Trembling Hands: 9 Purchases
      4. Nirvana: 9 Purchases
      5. Pursuit, Cudgel of Necromancy 8 Purchases
   2. These results are visually displayed in Chart 4 below.