**Report of Heroes of Pymoli**

* **Game purchasing data**

The total number of players is 576.

In total, there are 179 unique items. The average price is $3.05. The total number of purchases is 780. The total revenue is $2,379.77.

There are 81 female players, 484 male players and 11 players of other genders. The percentages of these three groups are 14.06%, 84.03% and 1.91%, respectively.

Females contribute 113 purchases with an average purchase price of $3.20. Males contribute 652 purchases with an average purchase price of $3.02. And other/non-disclosed gender group contribute 15 purchases with an average purchase price of $3.35. The total purchase values by females, males and others are $361.94, $1,967.64 and $50.19, while the average total purchase per person by females, males and others are $4.47, $4.07 and $4.56.

The players have been classified into 8 age groups. The purchase count, average purchase price, total purchase value and average total purchase per person of each group are given in Table 1.

**Table 1. Purchase of different age groups.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Age group** | **Purchase Count** | **Average Purchase Price** | **Total Purchase Value** | **Avg Total Purchase per Person** |
| <10 | 23 | $3.35 | $77.13 | $4.54 |
| 10-14 | 28 | $2.96 | $82.78 | $3.76 |
| 15-19 | 136 | $3.04 | $412.89 | $3.86 |
| 20-24 | 365 | $3.05 | $1,114.06 | $4.32 |
| 25-29 | 101 | $2.90 | $293.00 | $3.81 |
| 30-34 | 73 | $2.93 | $214.00 | $4.12 |
| 35-39 | 41 | $3.60 | $147.67 | $4.76 |
| 40+ | 13 | $2.94 | $38.24 | $3.19 |

The top 5 players are Lisosia93, Idastidru52, Chamjask73, Iral74 and Iskadarya95 and their purchase details are given as follows.

**Table 2. Purchase information of top 5 players.**

|  |  |  |  |
| --- | --- | --- | --- |
| **SN** | **Purchase Count** | **Average Purchase Price** | **Total Purchase Value** |
| Lisosia93 | 5 | $3.79 | $18.96 |
| Idastidru52 | 4 | $3.86 | $15.45 |
| Chamjask73 | 3 | $4.61 | $13.83 |
| Iral74 | 4 | $3.40 | $13.62 |
| Iskadarya95 | 3 | $4.37 | $13.10 |

The details about the most popular items and most profitable items can be found in Tables 3 and 4.

**Table 3. Most popular items.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item ID** | **Item Name** | **Purchase Count** | **Average Purchase Price** | **Total Purchase Value** |
| 92 | Final Critic | 13 | $4.61 | $59.99 |
| 178 | Oathbreaker, Last Hope of the Breaking Storm | 12 | $4.23 | $50.76 |
| 145 | Fiery Glass Crusader | 9 | $4.58 | $41.22 |
| 132 | Persuasion | 9 | $3.22 | $28.99 |
| 108 | Extraction, Quickblade Of Trembling Hand | 9 | $3.53 | $31.77 |

**Table 4. Most profitable items**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item ID** | **Item Name** | **Purchase Count** | **Average Purchase Price** | **Total Purchase Value** |
| 92 | Final Critic | 13 | $4.61 | $59.99 |
| 178 | Oathbreaker, Last Hope of the Breaking Storm | 12 | $4.23 | $50.76 |
| 82 | Nirvana | 9 | $4.90 | $44.10 |
| 145 | Fiery Glass Crusader | 9 | $4.58 | $41.22 |
| 103 | Singed Scalpel | 8 | $4.35 | $34.80 |

* **Data Analysis**

Generally, males are the main player group and contribute most to the total revenue. However, female players and players of other genders are more willing to pay for items, as reflected by the average total purchase per person.

It is interesting to find that the top three age groups are willing to pay for items are 35-39, <10 and 20-24. But it should be noted that players in the 20-24 age group contribute most to the revenue as almost 45% of the total players are in this age group.

The top two most popular and most profitable items are Final Critic and Oathbreaker. Despite these two items, it is found the profitable items are not necessarily to be the popular ones.