Ricky Shevlin

Heroes Of Pymoli

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1. Overwhelmingly, the majority of the game’s player base is male in the Heroes of Pymoli data set. Males account for 84.03% of total players, females make up most of the remaining players at 14.06%, and the rest of the players (1.91%) are undisclosed genders. Interestingly, that I noticed that males are less likely to make expensive purchases. Both the average purchase price and average total purchase per person were noticeably lower than both female and other/non-disclosed players. However, when considering the sample size for both female and other players, more data is needed to form concrete conclusions about gender purchase trends. It’s very possible that it’s just noise.
2. There is a very clear age range that this game appeals to. Over three quarters of the game’s player base is in the range of 15-29 years of age. The percentage of players per age group coincided almost perfectly with the rate of purchases by age group. Also, the age groups were relatively stable in terms of average amount per purchase besides two. Aside from the ‘< 10’ and ’35-39’ age ranges, every range was within $2.90 and $3.05. The other two ranges spent significantly more than the majority, however.
3. The most popular items being bought were somewhat expensive compared to the cheapest item. My first inclination would be to expect the cheapest items to be the most frequently bought. However only one item in the top 10 most popular could be characterized as cheap compared to the rest of the items. The Pursuit, Cudgel of Necromancy sold for $1.02, the next closest item was the Brutality Ivory Warmace sold for $2.42, and the next closest item from that was sold for $3.53. This goes to show that players would rather pay a little extra money for seemingly more effective items. These guys are some gamers.