Heroes of Pymoli – Analysis of Observable Trends

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There are many observable trends in the dataset, many of which could be influential to business strategy. The most glaring of them would be the gender disparity in customers as a whopping 84.03% of players are male. This is useful market data – money can be made off of knowing this audience, and there’s untapped potential in the “Female” and “Other/Non-Disclosed” markets as well.

Next of note would be the noticeable difference in age of players. 75% of all players are between ages 15 and 30. This, as above, is useful for both where the densest concentration of customers is as well as where there are numerous potential new leads for customers. Additionally, another interesting trend one could observe from the analysis of this data is that of all the items for sale, two in particular are the most well-sold items in the game: “Final Critic” and “Oathbreaker, Last Hope of the Breaking Storm” seem to be the most powerful/popular weapons in the game. In this sense, one could increase the price on these weapons, temporarily discount them to encourage a rush of sales to capitalize on their popularity, or increase the power of other weapons so they sell as well as or better than these. The data contains even more trends and notable suggestions once properly processed and applied to real-world scenarios, but these three stand out as particularly clear and noticeable.