Heroes of Pymoli

Purchase analysis report

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Purchase Analysis of Heroes of Pymoli

Heroes of Pymoli seems to be an interesting fantasy game played across the board by all age groups and gender but specifically favored by Males in their 20’s. Even though the sales generated is moderate, there’s a potential for increased revenue if you look at the following trends and market accordingly.

1. The maximum sales of $1967.64 was generated by Male players. This is about 83% of total revenue which is $2379.77
2. Players between the age group 20-24 account for a whopping 45% of the total sales. The sales amount from this age group is $1104.16
3. There is a correlation among 3 of the top five popular and profitable sales items. The topmost popular and profitable item is ‘Oathbreaker, Last Hope of the Breaking Storm’ which sells at $4.23 and accounts for top total purchase value of $50.76. Other top popular and profitable items are ‘Fiery Glass Crusader’ and ‘Nirvana’.

## Conclusion:

This game is popular among 20-24 age group of Males. They generated the most sales. The top purchase value is about $19 by a single player. The 35-39 age group has the highest average total purchase per person at $4.76. The top five dedicated players spent a total of over $10 in purchases.