**Heroes of Pymoli Purchasing Assessment**

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**Analysis**

1. Gender: Men represented 84% of players purchasing an item, generating 83% of the revenue. Although representing a smaller percentage of players, females purchased items with a slightly higher average purchase price and account for 10% higher average total purchase revenue per person compared to males.
2. Age: The bulk (45%) of the purchasers are aged 20-24, generating 47% of the revenue. Players under 10 and between 35-39 represent the only age groups that generate more total purchases per person than the 20-24 group, but both groups represent small percentages of the purchasers. Those over 40 generate the least revenue, in terms of both number of purchasers and total purchase value.
3. Pricing: The top spender purchased 5 items that were above the average item price. The two players who bought 4 items each also bought items above the average item price. For those who bought 3 items, roughly half were above average price. The most popular 4 items were also above the average item price. For the most popular item, Oathbreaker, 12 people bought it at $4.23, generating $50.76. The most profitable four items were also all above the average item price; Oathbreaker generated the most revenue and was priced 39% above average item price.

**Additional Thoughts**

In order to further understand purchasing trends, it would be good to assess the demographics of players who do not make purchases and compare them to those in the purchaser dataset. It may also be helpful to look at purchasing over game play time to assess when purchases are made, especially for those items with higher than average item prices.