Heroes of Pymoli Observations

This data seems like it would be pulled for a marketing department, so I’m going to conduct my observations based on the viewpoint of a marketing manager for a gaming company.

1. First, looking at gender demographics, males are the largest demographic with just about 84% of total purchases (Female 15%, Other 2%). With this in mind, I may want to focus my marketing campaigns on males. But then on further investigation, the most popular games have a higher occurrence of female purchases:

* Extraction, Quickblade Of Trembling Hands – 22% female
* Fiery Glass Crusader – 22% female
* Nirvana – 44% female
* Oathbreaker, Last Hope of the Breaking Storm – 25% female
* Pursuit, Cudgel of Necromancy – 12% female

I would want to take this information a step forward and gather details on the game genres to see if there is a tendency for gender balancing from one genre to the next. From there, not only can we market differently, but also feedback information to the Dev teams for future projects.

1. Next, I looked at the age ranges. We see a high count in 20-somethings demo and late teens. We can surmise these are age groups that have more free time to play video games and those around 20 to 24 may have some more disposable income for game purchases than ages 10 to 19. I’d also question the validity of some of the purchase counts for those from ages 14 and below and purchases 30 plus. I say this, because it is possible that a people under the age of 14 don’t have credit cards and cannot make game purchases – both decreasing their purchase counts and inflating counts for people 30 and above, assuming they are buying the games for their kids.

One thing that was interesting when looking at the age ranges against genders, the males had a flatter curve over age ranges, where females had a high peak during 20-24, dropping on either side. Perhaps putting extra money into a marketing campaign towards attracting female gamers outside of 20-24 would be fruitless.

1. Finally, I what I found interesting is even though the top 5 buyers are all male, males and females buy at a similar rate of roughly 1.34-1.39 purchase per user. But also, females are spending $0.40 more per purchase, on average. I don’t think there is much a marketing manager can do with this information other than appreciate that per capita, women are spending nearly 10% than males.