HeroesOfPymoli Project Observations

NOTE1: Where the instructions were to find values “per player” I made sure to use the unique count for the players (for gender and age). That means my numbers are different from the ones in the reference notebook. I believe mine are correct because using the unique count is truly “per player” vs all the players of a gender/age that made purchases in this dataset.

So for instance, Purchasing Analysis (Age) , <10 age group, 17 unique players bought 23 items, for $77.13 resulting in each unique player spending, on average, $4.54.

NOTE2: I did follow the reference notebook for the Purchasing Analysis (Total), but I think it has confusing. There is the total number of unique items, but the 2 other fields are about total items purchased. This implies that the average cost of an item is $3.05 but it’s not.

NOTE3: I have played MMORPGs for many years (except for the ~5yr break). I have actually played a game that free to play but had in game purchases using real money. I quit that particular game because it was costing too much, ha.

* No time frame is given for the purchase data. I think that’s important to know because it may have an impact on what the data is telling us. The total (unique) players in the purchase data is approximately half of the total players. This leads me to think that the purchase data provided is for a short period of time. A week or even a day. I also question if it was just that there were only half the players on at the time this data was captured, or only half of the players are making purchases. There are times in a game like this that more people will be playing than others. Influences on player population are the day of the week, holidays, geographical location, etc.
* There are overwhelmingly more male players than female or other players. However, the Purchasing Analysis (Gender) data shows that the female and other players spend at least as much and even bit more per player as male players.
* The Age demographics show the highest percent of players are 20-24 yrs old (followed by 15-19 then 25-29). And the third highest avg spent per player. It’s interesting that the percent of players in the ranges on either side the 20-24 range decrease as you move away from the “peak” (very!) roughly equally. Also, the avg spent per player follows the same pattern.
* The Top Spenders: This data doesn’t say much to me. Again, don’t know if highest player purchase is 5 items is lower or higher than expected. Might be great for a day, but maybe not for a month?
* Most Popular and Profitable Items: 3 of the 5 displayed are in both lists, which is good. It might be useful to do an inner join and find profitable items that aren’t popular for example.