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 mixed data (don’t know what it’s actually called). 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.

* 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 per player spenders. Those are typically the ages when people are in college or just out of college. (However, it may not be typical for people to go to college right out of high school anymore.). May want to target marketing toward this age range. Looking at average spent per player show there is a wider variation in the amount for age ranges vs gender.
* A next (additional?) step might be to add the age and gender data to the last three DataFrames. (That might not be easy?) Also, more information would be helpful such as the item is consumable (like a one-time use key) or not (like a weapon). Also, look at the top items in those summaries and determine why they were purchased more often. Things like having to level characters would impact how the players spend money in the game if you could spend money on items that would help you level more quickly, etc. \*.

\*(not part of official analysis) I played a game that sounds like this one (Neverwinter Online). They had special boxes drop rather frequently that contained currency to spend in game (for very nice gear), among other things. But you needed a key to open it and while you could get them in game, they were rare and you would wind up with several boxes waiting for keys to drop (or however you got them in the game, I don’t remember). BUT you could buy the keys with real money. Big reason for quitting was because I was spending more money than I was comfortable with on the keys.