Heroes Of Pymoli Data Analysis

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This document captures the result of outputs as screen shots and at end puts a summary on observations.

Player count = 576

```
purchase_data.head()
```

Out[1]:

	Purchase ID	SN	Age	Gender	Item ID	Item Name	Price
0	0	Lisim78	20	Male	108	Extraction, Quickblade Of Trembling Hands	3.53
1	1	Lisovynya38	40	Male	143	Frenzied Scimitar	1.56
2	2	Ithergue48	24	Male	92	Final Critic	4.88
3	3	Chamassasya86	24	Male	100	Blindscythe	3.27
4	4	Iskosia90	23	Male	131	Fury	1.44

Purchasing Analysis (Total):

Out[4]:

	Number of Unique Items	Average Price	Number of Purchases	Total Revenue
0	183	$3.05	780	$2379.77

Gender Demographics:

Out[9]:

	Total Count	Percentage of Players
Male	484	84.03
Female	81	14.06
Other / Non-Disclosed	11	1.91

Maximum male players

Purchasing Analysis (Gender):

Out[17]:

Gender	Purchase Count	Average Purchase Price	Total Purchase Value	Avg Total Purchase per Person
Female	113	$3.20	$361.94	$4.47
Male	652	$3.02	$1967.64	$4.07
Other / Non-Disclosed	15	$3.35	$50.19	$4.56

Maximum purchases made by male compared to female

Age Demographics:

Out[20]:

	Total Count	Percentage of Players
<10	17	2.95
10-14	22	3.82
15-19	107	18.58
20-24	258	44.79
25-29	77	13.37
30-34	52	9.03
35-39	31	5.38
40+	12	2.08

2nd - most players in this age group

1st - Max player in this age group

Purchasing Analysis (Age):

Out[23]:

	Purchase Count	Average Purchase Price	Total Purchase Value	Avg Total Purchase per Person
<10	23	$3.35	$77.13	$4.54
10-14	28	$2.96	$82.78	$3.76
15-19	136	$3.04	$412.89	$3.86
20-24	365	$3.05	$1114.06	$4.32
25-29	101	$2.90	$293.00	$3.81
30-34	73	$2.93	$214.00	$4.12
35-39	41	$3.60	$147.67	$4.76
40+	13	$2.94	$38.24	$3.19

Maximum purchase made in the age group – 20-24

Top Spenders:

Out[24]:

SN	Purchase Count	Average Purchase Price	Total Purchase Value
Lisosia93	5	$3.79	$18.96
Idastidru52	4	$3.86	$15.45
Chamjask73	3	$4.61	$13.83
Iral74	4	$3.40	$13.62
Iskadarya95	3	$4.37	$13.10

Top 5 spenders

`Out[13]:`

SN	Gender	Purchase Count	Average Purchase Price	Total Purchase Value
Lisosia93	Male	5	$3.79	$18.96
Idastidru52	Male	4	$3.86	$15.45
Chamjask73	Female	3	$4.61	$13.83
Iral74	Male	4	$3.40	$13.62
Iskadarya95	Male	3	$4.37	$13.10

Top 2 spenders are male

Most popular items:

`Out[26]:`

Item ID	Item Name	Purchase Count	Item Price	Total Purchase Value
178	Oathbreaker, Last Hope of the Breaking Storm	12	$4.23	$50.76
145	Fiery Glass Crusader	9	$4.58	$41.22
108	Extraction, Quickblade Of Trembling Hands	9	$3.53	$31.77
82	Nirvana	9	$4.90	$44.10
19	Pursuit, Cudgel of Necromancy	8	$1.02	$8.16

Most popular item

Most profitable items:

`Out[27]:`

Item ID	Item Name	Purchase Count	Item Price	Total Purchase Value
178	Oathbreaker, Last Hope of the Breaking Storm	12	$4.23	$50.76
82	Nirvana	9	$4.90	$44.10
145	Fiery Glass Crusader	9	$4.58	$41.22
92	Final Critic	8	$4.88	$39.04
103	Singed Scalpel	8	$4.35	$34.80

Most profitable item

Observation:

- This game is most popular amongst young people:

    Age group 20-24 – 44.79%

    Age group – 15-19 – 18.58%

    So, 63.37% plays this games in age group 15-24.

- This game is popular among – Young male players – 84.03%, compared to female 14.06%.
- Top 2 spenders are male
- Most popular and profitable item - **Oathbreaker, Last Hope of the Breaking Storm.**