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Homework 4 – Heroes of Pymoli

The first calculation we can draw from this data set is that the playerbase for our game is overwhelmingly young and male, with 84% of our sample identifying as male and 83.5% under the age of 30. While this is a common trend in videogaming overall, the degree of demographic skew suggests that the game is marketed to younger men. If the player’s gender identity is visible to other players this could cause further skewing, as anecdotal evidence shows that in many other games players are reluctant to present as female for fear of attracting harassment.

A second conclusion is that demographics have little impact on the amount spent by players. 83.2% of the total revenue came from players under 30 and 82.5% from male players, following the demographic distribution extremely closely. If all groups of players are making purchases at the same rate, there is likely no factor that would make a particular item or the gameplay experience in general more desirable to one demographic group over another.

A third conclusion is that our players feel relatively little need or pressure to purchase items. The large majority (71.88%) of players in the purchase database purchased only one item each. Among the top spenders, only a single player purchased five items and two purchased four each. It is unknown how many players do not appear in the database due to not making any purchases.

A last conclusion is that item pricing correlates to the perceived worth by the playerbase. The price for each item ranges from $1.00 to $4.99, but the most commonly purchased items all have a price of $4 or more. The users who made the most purchases likewise had an average purchase value of more than $3.50 for their purchases. Therefore, users are preferentially purchasing the more expensive items.