

Drawing Conclusions on Heroes of Pymoli

After thorough review of the data provided from Heroes of Pymoli, I was able to make some assumptions regarding how purchases perform by gender, age, and even individual players. The data shows that most players are men, between the ages of 20-24, and spend less than \$20.00. Based on this analysis, there are several actions that could be taken to increase overall revenue of Heroes of Pymoli.

In order to help make these assumptions and calculations, I first imported the data from a csv where some columns had to be cleaned up and recast as text values. Once this was complete, I was able to sort the data into a variety of tables for review and analysis.

I first began by assessing Heroes of Pymoli as a whole. There are 576 total players, and the game earned an overall \$2.3K in revenue with each user spending an average of \$3.25. From here, I chose to deep dive directly into a gender analysis. Of the 576 players, 84% of players are male. While this should conclude that we should focus our marketing efforts on men, the data shows that women spend an average of \$0.20 more than men on each purchase. If we were tilt the scale and increase female users by just 5%, we would see a revenue growth of \$57.60 (2.3% growth).

	TTL Purchases	AVG Purchase Price	TTL Purchase Value	AVG Purchase	TTL p/person by Gender
Gender					
Female	113	3.203009	361.94		4.468395
Male	652	3.017853	1967.64		4.065372
Other / Non-Disclosed	15	3.346000	50.19		4.562727

After reviewing the gender, I reviewed by age group in order to help pinpoint our audience further. The data revealed that of the 576 players, 44% are between the ages of 20-24. This age group generated the most amount of revenue as well as the most total of purchases. However, users between 35-39 spend on average \$0.60 more than their peers as well as spending a near dollar more per purchase. If we were to focus our marketing efforts here and increasing our user base of ages 35-39 by just 5%, we would see a revenue growth of \$172.80 (7.5% growth).

	TTL Purchases	AVG Purchase Price	TTL Purchase Value	AVG	TTL Purchase p/Person
Age Group					
10-14	28	2.956429	82.78		3.762727
15-19	136	3.035956	412.89		3.858785
20-24	365	3.052219	1114.06		4.318062
25-29	101	2.900990	293.00		3.805195
30-34	73	2.931507	214.00		4.115385
35-39	41	3.601707	147.67		4.763548
40+	13	2.941538	38.24		3.186667
<10	23	3.353478	77.13		4.537059

Now knowing what age and gender to spend our time on, I wanted to focus on what is selling. Our 5 top selling items are also our 5 most profitable items. Because the top 3 items purchase price is higher than our users average spending price, I believe we should focus our efforts on the top 3. Concluding that a rise in purchases of those items will increase user overall average purchase price.

		TTL Purchases	AVG Purchase Price	TTL Purchase Value
Item ID	Item Name			
92	Final Critic	13	4.614615	59.99
178	Oathbreaker, Last Hope of the Breaking Storm	12	4.230000	50.76
145	Fiery Glass Crusader	9	4.580000	41.22
132	Persuasion	9	3.221111	28.99
108	Extraction, Quickblade Of Trembling Hands	9	3.530000	31.77

As demonstrated the data proves that our current base of 20-24-year-old male users dominate our revenue stream. While marketing efforts should remain in place to continue to obtain and capture these users, more focus should be given to expanding our user base of women, expanding our user base of users between the ages of 35-39, and pushing in game purchases of our top 3 best sellers. These changes could result in a an increase of user base as well as average price per user and total revenue.