Pymoli Conclusions

1. The top 2 in the Most Popular Items table, Final Critic and Oathbreaker, are the same as the Most Profitable Items table. But going down the results after these two items is different. The tables show that just because an item is purchased more that doesn’t mean that it is more profitable.
2. The largest age group is the 20 – 24 year old group which makes up almost half of the player base (44.79%). Ages 15 – 19 (18.58%) and 25 – 29 (13.37%) are second and third. It is safe to assume that most of the player base is comprised of teenagers and young adults.
3. Although the 20 – 24 age group is the largest, they do not have the highest average total purchase value per person. This is held by the 35 – 39 age group ($4.76) and the < 10 group ($4.54). It is incredibly hard to see why this may be but for the < 10 group it could be down to being given items as gifts from family, for the 35 – 39 group it could be said that they generally have a bit more saved up and can afford more. But we can not know for certain with the data we have.