Heroes Of Plymoli : Purchasing Data Report

Purchasing Analysis (Total)

"Heroes Of Plymoly" (HoG) game delivers total revenue of USD 2,379.77 from 576 gamers. Average spend per gamer is USD 3.05.

```
In [25]: f_summary_df
```

Out[25]:

	Number of Unique Items	Average Price	Number of Purchases	Total Revenue
0	179	$3.05	780	$2,379.77

Player Count

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In [26]: tp_df
```

Out[26]:

	Total Players
0	576

Gender Demographics

Gender demographics in HoG is heavily skewed to male players. Only 14 % of gamers are female . Note to marketing department to review strategies to improve game's "gender diversity".*

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In [27]: f_gender_summary_df
```

Out[27]:

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

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Purchasing Analysis (Gender)

In the table blow you can see in-game spend by gender. On average female players are spending 10% more than male.

In [28]: `avg_price_df`

Out[28]:

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

Age Demographics

Age Demographics is normally distributed around 20-24 age group with almost half of the players belonging to this group. 90% of players are from 15 to 40 years old.

In [29]: `f_age_summary_df`

Out[29]:

Age Ranges	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%

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Purchasing Analysis (Age)

35-40 age group is a biggest spender on average. Suprising runner up is less than 10 age group.

In [30]: `f_avg_age_df`

Out[30]:

Age Ranges	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

Top Spenders

List of top spenders in HoG.

In [31]: `f_spenders_df.head()`

Out[31]:

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

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Most Popular Items

List of most popular items in HoG

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In [32]: f_itempop_df.head()
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Out[32]:

Item ID	Item Name	Purchase Count	Item Price	Total Purchase Value
92	Final Critic	13	$4.61	$59.99
178	Oathbreaker, Last Hope of the Breaking Storm	12	$4.23	$50.76
145	Fiery Glass Crusader	9	$4.58	$41.22
132	Persuasion	9	$3.22	$28.99
108	Extraction, Quickblade Of Trembling Hands	9	$3.53	$31.77

Most Profitable Items

List of most profitable items in HoG

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In [33]: f_itemprofit_df.head()
```

Out[33]:

Item ID	Item Name	Purchase Count	Item Price	Total Purchase Value
92	Final Critic	13	$4.61	$59.99
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
103	Singed Scalpel	8	$4.35	$34.80

The End

```
In [ ]:
```