

# Heroes of Pymoli Data Analysis

- Males not only the make up over 80% of the players of this game,

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

- They are also responsible for over 80% of the revenue.

|                       | Purchase Count | Average Purchase Price | Total Purchase Value | Normalized Totals |
|-----------------------|----------------|------------------------|----------------------|-------------------|
| Gender                |                |                        |                      |                   |
| Female                | 113            | \$3.20                 | \$361.94             | \$3.20            |
| Male                  | 652            | \$3.02                 | \$1,967.64           | \$3.02            |
| Other / Non-Disclosed | 15             | \$3.35                 | \$50.19              | \$3.35            |

- Out of the 576 players, each player has spent less than 20 dollars on items.

|             | Purchase Count | Average Purchase Price | Total Purchase Value |
|-------------|----------------|------------------------|----------------------|
| SN          |                |                        |                      |
| 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              |

- The 20-24 age bracket has spent more than any other bracket, but the 35-39 age bracket, on average, purchases more expensive items.

|            | Purchase Count | Average Purchase Price | Total Purchase Value | Average Total Purchase per Person |
|------------|----------------|------------------------|----------------------|-----------------------------------|
| Age Ranges |                |                        |                      |                                   |
| <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                 | \$1,114.06           | \$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                            |

- The **Oathbreaker, Last Hope of the Breaking Storm** not only appears in the most popular item list, it is priced slightly lower than other popular items on that list and is the item that has generated the most revenue.

|         |  | Purchase Count | Item Price | Total Purchase Value |
|---------|--|----------------|------------|----------------------|
| Item ID | Item Name                                    |                |            |                      |
| 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              |