Analysis Description & Summary:

python-challenge, Option 1, Heroes of Pymoli

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Observation 1 (Player Demographics):

Players are predominantly ages 20-24 and male.

Observation 2:

There is a normal distribution in the data in the range of age groups. This could be due to small sample size of the total number of players in the data.

Observation 3:

Players who identify as Other or Non-Disclosed while representing less than 2% have the highest average total purchase amount.

**List of Summary Tables**

|  |
| --- |
| Total Number of Players |
| 576 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Number of Unique Items | Average Price | Number of Purchases | Total Revenue |
| 0 | 179 | $3.05 | 780 | $2379.0 |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Purchase Count | Average Purchase Size | Total Purchase Value | Avg Total Purchase per Person |
| Male | 652 | 3.02 | 1967.64 | 4.07 |
| Female | 113 | 3.20 | 361.94 | 4.47 |
| Other / Non-Disclosed | 15 | 3.35 | 50.19 | 4.56 |

|  |  |  |
| --- | --- | --- |
| Age Group | 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 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Age Group | 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 |