Cody Gunter

Pandas Analysis

Purchase Data

Heroes of Pymoli

3 Takeaways from the Heroes of Pymoli:

1. 76.7% of the customers are between 15 and 29 years old. The average purchase price of these 15- to 29-year-old group comes out just below the $3.05 average. Of the age groups, kids younger than 10 years old and the 35–39-year-old group lead in average purchase price and average purchase price per person. Both groups do have a smaller total purchase count meaning an outlier can more heavily affect the average totals.
2. The two top selling items were also the most profitable, but other top selling items do not appear as one of the most profitable. Persuasion, at a lower cost of $3.22, would be more profitable with a price increase given its popularity. The inverse could also be true for Singed Scalpels, reaching the top five in revenue and not total sales. A decrease in price may lead to more sales of Singed Scalpels.
3. The purchases are 84% male, but the average purchase price is greater with females. This difference may be explained by the fact there are fewer female buyers and outliers will weigh more heavily. Without doing further analysis, marketing towards gaining more female players could be beneficial for the company.