**Daniel M. Jones**

**Rice Data Analytics BootCamp**

Homework Unit #4

Heroes Of Pymoli Data Analysis

**You must include a written description of three observable trends based on the data**

1. Males make up the majority of players at 84.03%, out of 576 total unique players
   1. Females make up the second largest group of unique players at 14.06%, and Other/Non-Disclosed are 1.91% of total unique players
   2. Males are the core market demographic
2. While Males make up the majority of unique players, the average total purchase per person is actually greatest for Other/Non-Disclosed at $4.56 compared to Males, who spent an average $4.56 total purchase per person, followed by Females who spent an average $4.47 total purchase per person
   1. This would suggest increased marketing to Other/Non-Disclosed and Females could increase revenue
3. While the largest age demographic of unique players was the 20-24 age group at 44.79% of the total 576 unique players,
   1. The largest average total purchase per person came from the 35-39 age group, which had an average total purchase per person of $4.76
   2. The 20-24 age group actually ranked 3rd for average total purchase per person with $4.32 average total purchase per person
      1. The <10 age group was second with an average total purchase per person of $4.50
         1. Although based on reason/logic, the <10 age group most likely does not have a revenue stream, and much less disposable income,
         2. These purchases are most likely coming from individuals/parents with disposable income