Elyssa Irizarry

Pandas Homework

Observations & recommendations:

i. The items "Final Critic" and "Oathbreaker, Last Hope of the Breaking Storm" had the highest purchase counts across the board, even though they are not the cheapest. These are seen as the most valuable items by the players. Introducing new, pricy items that better the gameplay would increase revenue.

ii. Overall men spent the most on items, but women spent the most per item. Increasing the number of female players would increase overall revenue, more so than if only male players were gained.

iii. The age group 20-24 spent the most amount on items, with 15-19 as a runner-up.

Limitations of this dataset:
i. The date range of the data is unknown.

ii. Purchases by minors are influenced by whether their parents/guardians agree to spend money on items for them, so are not reliable data for the future.