**Heroes of Pymoli Observations**

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**Data Analytics Boot Camp**

**Three Observations**

1. The number of male players is significantly higher than any other gender, making up 84.03% of the players. But males have a lower average total purchase per person than any other gender.

-see gender percentages

-see purchasing analysis (gender)

1. Nearly 45% of players are between the ages 0f 20-24. This age group also has a total purchase value total more than twice the next age group.

-see age demographics

-see purchasing analysis (age)

1. Three of the five items for the most profitable and most popular items are the same.

-see most profitable items

-see most popular items