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Pandas Challenge

# Heroes of Pymoli Conclusion

1. My first conclusion is about the demographics of the users. Males are the majority with 84% and females represent only 14% of total users Continuing with the demographics, the age group 20-24 represents a total of 45%, followed by the age group 15-19 (19%).
2. My second conclusion will focus on in game purchases. The age group 20-24 make up 47% of in game sales, followed by age group 15-19 representing 17%.
3. My third observation is about the item purchased. The game has a total of 179 item for sale, and only two items have double digits sales. I take this as each user’s purchase is individual, and that there is no real advantage to purchase certain item.
4. Finally, I want to put it all together. The key demographic is male in High school and Collage. Our secondary demographics is Females in High school and Collage. While the male demographics is larger, I would recommend a more focused campaign on the female demographics. On average the female demographic, has a higher total purchase price, and a higher total average total purchased per individual for in game purchases. This could result on a higher return on investment for a targeted female campaign.aw