Pay attention to the following lines in the Jupyter notebook:

95, 96, 153, 152, 120, 16, 128, 135, 151, 156

Three observations about the data

1. The number of males making purchases is much larger than the number of females making purchases in this dataset. It is unclear if this is an accurate model of the population of gamers in general. Given the rising popularity of gaming contests with cash prizes, increasing exposure toward the female gamer (both novice and experienced) could be a profitable route for this company.
2. While the above is true, the average purchase price by gender is quite close. This indicates that female gamers can be willing to spend approximately as much as male gamers. This underscores the need pointed out above that increasing exposure and appeal to female gamers is a potentially excellent source of revenue.
3. Repeat purchases are an excellent source of revenue, and one-time purchaser could represent lost opportunity. Whatever this company is doing with the games in the list below this paragraph can stop, but whatever it’s doing with “Final Critic” and “Oathbreaker, Last Hope of the Breaking Storm” needs to continue.

**THESE ARE NOT WINNERS**

Ghost Reaver, Longsword of Magic

Celeste

Alpha, Reach of Ending Hope

Undead Crusader

Endbringer

Exiled Mithril Longsword

Gladiator's Glaive

The Decapitator

Riddle, Tribute of Ended Dreams