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GT Coding Bootcamp

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Pandas HW: Heroes of Pymoli

List three observable trends based on the data:

1) Male players consist of 84% of total players and 82.7% ($1,967.64/$2,379.77) of total

   revenue. If this dataset is representative of the industry, then one can assume that

   there is a strong correlation between the male gender and video game usage. Yet,

   females spend more per purchase at $4.47; compared to males at $4.07. This

   indicates that females, when they do play, lean towards the more

   premium/expensive titles. This is important to weigh these assumptions when

   creating marketing strategies to target specific groups such as gender.

2) The age range 20-24 represents 44% of total players and 46.8%

   ($1,114.06/$2,379.77) of total revenue. Widening the age range to 15-24 represents

   63.4% of total players and 64.2% ($1,526.95/$2,379.77) of total revenue. This 15-24

   range represents the vast majority of the firm's revenue base, they would be wise to

   target this group.

3) The average total purchase per person was highest in the 35-39 group ($4.76) and

   the other/non-Disclosed gender ($4.56). It is hard to make predictions upon the

   non-disclosed price due the very nature of the selection. However, the age range of

   35-39 group is a ripe target for premium/pricier titles. This age group, while they

only represent 5.4% of the player-base seem to have the highest demand for

quality while remaining interested.