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HW_4
Pandas Challenge – Heroes Of Pymoli

Three observable trends based on the data:
1. Age 20-24 (peak demographic) is the age cohort with the highest quantity of purchases & highest total purchase value. This indicates that young adults of around college age are, as a group, making more purchases than any other cohort. These results may be a function of this being the most populous age cohort.
2. Relating to purchasable items, profitably is depends in some part on popularity, with "Oathbreaker, Last Hope of the Breaking Storm" being the most popular and profitable item.
3. The average purchase prices per person, regardless of gender, all fall within $0.33 of one another, with males having the lowest avg. purchase price at $3.02, and those whose gender is other/ non-disclosed having the highest at $3.35. However, due to the sheer volume of males, they maintain the highest purchase value at $1967.64

What this data can tell us:
- Late adolescent to young adult males drive the lion's share of profitability in the Heroes of Pymoli game. It would make sense to drive further profitability and brand loyalty through the use promotions, such as discounted items that correlate to major life events that pertain to them, such as high school and college graduations, and birthdays. This is only a suggestion, however.