**Marc Leslie: Pandas-Challenge Homework - Observations**

**Most of our players are male**

Males comprise 84% of all players, and therefore 83% of all revenue. Although females spend about 40 cents more per player than males, the “buying power” of male players is the driving force of game revenue.

**Most of our players are (younger) adults**

Players ages 20-24 make up the largest share of players (45%) and purchases (47% of total revenue). Overall, more than three-quarters of all players (77%) are between ages 15 and 29. While players at the farther ends of the age spectrum (under 10, 35-39) spend slightly more per person, the center of profit is with younger adults.

**It’s a team effort**

The top 3% most profitable games brought in nearly 10% of all revenue, but no single game - or group of games - truly drives revenue. The single most profitable game had 13 in-game purchases for a total of $59.99 (or, about 2.5% of revenue), meaning that total revenue is a result of small purchases, averaging just over $3.00 each, across many games.