Assignment 4 PANDAS

Heroes of PYMOLI has made a total of $2,379.77 in game purchases of 183 items. Although, females account for only 14% of the 576 total players, the female average purchase price and average total purchase per person is greater than that of males. Furthermore, the Non-disclosed gender beats the averages of both male and female but males still bring in a total of approximately $1,970.00.

Based on the age demographics data, the age range between 20-24 years is the age of the majority of the players with a count of 258. This age range also brings in the most total purchase value of any other age group and has the third highest average purchase price and average total purchase per person.

The most popular and profitable item is the Oathbreaker, Last Hope of the Breaking Storm with a total purchase value of approximately $51.00 and purchase count of 12. Overall, three of the five most popular items are also three of the five most profitable items. Top spenders were also found but none had exceeded $20.00 of in game purchases.