**Instructions for grading-**

1. This file contains code for various analyses/segments including player count, gender demographics, purchasing behavior, top selling, top profitable items, etc.
2. The outputs are indexed with respect to the groups as per the assignment request and I have tried my best to format and present the way as shown in the example analyses sheet provided along with the assignment.
3. I'm including a synopsis of trends-"Heroes Of Pymoli Data Analysis Trends & Insights" in the beginning (as a markdown) as well as in the end (printed)

**Heroes Of Pymoli Data Analysis Trends & Insights-**

**1. Customer Trends-**

* Of the 576 active players, the vast majority are male (84.03%). There also exists, a smaller, but notable proportion of female players (14.06%).
* Our peak age demographic falls between 20-24 (44.79%) with secondary groups falling between 15-19 (18.58%) and 25-29 (13.37%).

**2. Product Trends-**

* 183 unique items, priced at an average of $3.05; were sold, generating a total revenue of $2379.77
* "Oathbreaker, Last Hope of the Breaking Storm" (Item ID# 178) is the highest selling item generating the highest total purchase revenue of $50.76 followed by Nirvana (Item ID#82); generating total purchase revenue of $44.10

**3. Purchase Transaction Trends-**

* We saw 780 total purchases leading to a total revenue of $2379.77 and average purchase price of $4.13 per user.
* User- "isosia93"is the most purchased customer making the higest total purchase value of $18.96