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Pandas Homework – Observable Trends

1. The target demographic based on purchase history data is male, roughly 15 to 34 years old.
2. The most popular (and most profitable) items are mostly priced in the $3.50 to $5 range. The target demographic doesn’t seem to be price sensitive in that range i.e. there’s nothing in the data to indicate that users (SNs) are purchasing products simply because they are the less expensive.