**Pandas Challenge Observations**

Proceeding the completion of the Pandas-Challenge in Jupyter Notebook, there are several noticeable trends within each of the display data frames created.

The first noticeable trend to take away, is that players of the male gender significantly outnumber female, and other/non-disclosed players. The data shows Male players exceed the count and percentages, even when female and other/non-disclosed values are combined, by over 400 percent!

This could be helpful in identifying a target client/customer base as well as looking into who, what, and how much they buy, which leads into a second noticeable trend.

The greatest quantity of purchases, as well as greatest total purchase value by gender groups was made by that of the male gender. This data reflects correlation between gender purchase data and player count by gender.

From a different perspective, noticeable trends can be observed by categorizing the players and purchase info by age groups, providing further information to identify target client/customer base. A third trend that can be noticed is that purchase activity is greatest between the ages of 20 – 24, with the greatest number of posted transactions and total purchase value, nearly equating to the total purchase value of all other age groups combined.

Once enough information is analyzed and pieced together, a target consumer can be identified to further analyze more purchase data or make better decisions relating to in game purchases.