**Heroes of Pymoli Data Analysis**

Data from the game Heroes of Pymoli was analyzed by using Python Pandas. The data analyzed included the total number of players, purchasing analysis (average price, unique items, total numbers of purchases, and the total revenue). The data was further analyzed by the percentage of male players, female players, and other. With the data gathered one can conclude the top spenders by purchase count, average purchase price, and total purchase value. The most popular and profitable items were counted as well.

Observable Trends

Males versus Females – 84% of the players are male compared to 14% of the users being female. Females spent more money on average per purchase compared to males ($3.20 females vs $3.02 males). On the contrary, the average total purchase per person by gender is shown as males spending $4.07 vs females spending $4.47. If females were targeted more than there would be more profit overall. Also, it would be beneficial to know the exact male and female classification for the category of “Other/Non-Disclosed”, this data may be able to drastically change the averages in female vs male group.

Age Brackets- The age brackets in the data range from <10 through 40+ years old. The greatest percentage of players are in the age range of 20-24 years old, which makes about 45% of the entire age ranges. The age range with the least amount of players is in the 40+ age range with 2%. The data shows that the age range with the most percentage of age bracket spend more on purchases compared with the least amount of age users.

Individual Items- The most popular item was priced as $4.23 with the total purchase value of $50.76. The fifth most popular item was priced at $4.35 with a total purchase value of $34.80. The data shows that the cheaper the item price the higher the purchase count. When comparing this data to the most popular items on the list the most popular item is priced at $4.23 it is higher compared to the cheapest item on the list $1.02. In conclusion the cheapest item is not always the most popular/profitable item on the list.