**Panda Challenge**

1. Males have the highest percentage of purchases (84.03%) and are the highest number of users 484 of 576. Therefore, further advertisement should be aimed at males to have the most success in purchases. However, the average total purchase per person is higher in other and female by $0.40 and $0.49 cents respectfully. We could possibly look to improve advertising to others and female as per person they are seen to spend more money. This is only marginal and dependent on the games they select, which could be a better avenue to investigate.
2. The highest age bracket is between 20-24 258 (44.79%), again this is an area we could invest more advertisement into or one we feel is covered. If so, we could consider aiming at 15-19 and 25-29 age brackets as these are the second (107, 18.58%) and third (77, 13.37%) highest respectfully. We should look further into how genders compare to the age groups to determine which age group and gender we should look to target. However, we should look once again at the average purchase price, the age group of 35-39 shows the highest average purchase price per person of $4.76, $0.44 higher than the 20-24 age range, we could possibly look to aim our advertising to this demographic to increase our revenue.
3. Final Critic is the most popular item with 13 purchases, it would be good to investigate which gender and age group is purchasing Final Critic, this could help us to advertise Final Critic to which groups. However, Nirvana is seen as popular and has a higher item price ($4.90, $0.29 higher than Final Critic). We could look to improve advertisement of this game after identifying which groups we should target.