10/14/21

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UTSA Data Analytics Boot Camp

Panda-Challenge

**Given the provided data, what are three conclusions we can draw about Heroes of Pymoli?**

Analysis of the Heroes of Pymoli video games data revealed the largest customer base were males aged 20-24 years old. Male customers represented 84.03% of all customers with a total 484 of the 576 customers. The second largest age group was males aged 15-19 years old. While males purchase video games more often than female customers the average total per person was similar amongst all genders. While there were customers who purchased multiple products the maximum products purchase by a single player was five. This indicates that most customers purchase only a few items. The company’s most popular and profitable product was the game Final Critic which totaled 13 purchases with a revenue of $59.99 followed by Oathbreaker, Last Hope of the Breaking Storm which totaled 12 purchases with a revenue of $50.76.