Orlando Garcia Thursday 15 April 2021

BootCamp Data Analytics

Pandas

Heroes of Pymoli

THREE OBSERVABLES TRENDS BASED ON THE DATA

With all the previous data analysis we can make a conclusion about the general observable thrends in videogames and their item purchases.

1 – PROPORTION

IN GENDER

Male players account for the most players, still female players and other/non-disclosed players account also a reduced but fair proportion, this means that there is not only male players, even if they account for the majority.

IN AGE

Players play videogames from all ages. The ones who play the most are the players between 20 and 30 years old (72.57%), they are the group in which most attention is paid for video-game development campaigns to as they are the most gamers. Still, kids less than 20 play (25.35%) and 40+ gamers (2.08%) they get attention too.

2 – PURCHASE, PICKINESS AND MOST SPENDERS

IN GENDER MALE SPEND THE MOST

Male all together are the ones who made the most purchase, with 652 purchase count and are the ones who spended the most with $1967.64. in comparison with Female (113 count, $361.94 total purchase value) and Other / Non-Disclosed (15 count, $50.19 total purchase value).

PICKINESS

Still, other/non-disclosed and female are more picky in their choices, they buy higher prices items, because their average purchase price ($3.20 F and $3.35 OND). The greater total average total purchase per person are the other/non-disclosed ($4.56), then female ($4.47), then male ($4.07).

IN PURCHASE

Here we see that those who made most purchase count by age is the group 20-24 with 365 purchase count, followed by 15-19 with 136 purchase count, and 25-29 with 101 purchase count.

This means that younger people prefer gaming with a lot of upgrades, and purchasable extra items. This is because they spend most of their father-to-son (for most) income in video games spending.

The ones who made less purchase count is the group 40+ (with a purchase count of 13), followed by less than 10 group (with a purchase count of 23), and the group 10-14 (with a purchase count of 28).

This means that just as older gamers prefer just the default settings and are not about buyin extra upgrades and items, the same happens with little kids. Which means that kids and forty plus older people prefer the default gameplay.

The ones who spend the most are still the 20-24 group, with $1,114.06, followed by the 15-19 group and the 25-29 group. That means that between 20 and 29 are the most spender players. The thirties groups also expend considerably in purchasable items.

The lesser total purchase group is 40+ group with $38.24, and less than ten group (with $77.13.) also almost doesn’t purchase much in comparison of other groups.

In this column, we see that the total purchase value varies considerably from the most total purchase value group (20-24 with $1.114.06) to the less expensive purchase value group (40 + with $38.24); which means an almost 30 (29.13) total purchase value difference proportion.

3 – AVERAGE PURCHASE, ITEM PRICE SIMILAR, PLAYERS KEEP BUYING ITEMS

Average Purchase

Even if Total Purchase Value varies a lot between age groups, the average total purchase per person is almost the same.. The higher spenders is the 35-39 group with $4.76 as the average total purchase per person, followed by 20-24 group ($4.32) and the lesser purchasers are the 40+ group ($3.19) , and followed by 15-19 group ($3.86); it doesn’t vary a lot.

This means that each player purchase almost the same in average than the other players, no mater the age group.

Price Similar to One Another

The most popular item is Final Critic, accompanied by Oathbreaker and Fiery Glass Crusader. As they are popular they are bought a lot (the most popular bought 13 times), here the item price is fairly similar between items, and the total purchase value goes from $59.99 to $41.22. Prices in most popular items go from $4 to $3.

The less popular items such as Celeste, Gladiator’s Glaive, and Ghost Reaver have prices between $1 and $4, but they’re total purchase value is below 5.

This tells us that items have a fairly equal price (between $1 and $4) for most popular items.

Most profitable items have an around $4 price. Their total purchase value goes from $59.99 to $34.80. Even if they have a similar price, the profitability of one item varies significantly from other items- They are profitable items because they generate a lot of money.

The person who did most purchases in this study has a 5 Purchase Count, followed by others who did also expenditures (4 purchase count, and 3 purchase count). Still, lesser expenders, did most of them at least 1 purchase.

CONCLUSION

They all keep buying, They are all spenders. No matter the age, no matter the gender, people spend money on videogames and their accompanying items. They are items who generate more money than others, there are age groups that play more than others, they are players all from around the world making purchases. In conclusion, I can say that this analysis shows that players exist, players buy and players continue buying. And generally videogame companies invest a lot in quality and diversity of items and games , so people keep buying quality products, popular items, and making of the video game industry a very profitable art industry.