Pandas Homework: Heroes of Pymoli Purchasing Analysis

Based on the analysis here are three observable trends:

1. Majority of the purchasers are male. The number of male players counts, purchase counts and total purchase value are 5-6 times of female players.
2. The age group of active purchasers is 15-29 which accounts for 77% of total player counts and revenue amount. There are no significant top spenders with the top player purchased 5 items with revenue of $18.96. The reason might be that the game is newly launched with no long-term purchase history available yet.
3. Top 4 game items with most purchase value and purchase counts are as below accounting for 6% of total purchase counts and 8% of total revenue. Again, there might be more obvious trends as more purchases happen in long term.
4. Final Critic
5. Oathbreaker, Last Hope of the Breaking Storm
6. Nirvana
7. Fiery Glass Crusader