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