**Pandas Challenge - Heroes of Pymoli Observations**

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The first observable trend is while females are more likely to purchase more than once, the fact that males make up about 84% of the player base means males are currently the target audience for the game. However, if marketing could grab the attention of more females, the game would likely see an increase in repeat purchases which might increase the chances the player will continue to play longer as they have a higher vested interest in doing so (i.e. more money spent by an individual is higher incentive to keep playing as they have stake real money in playing). Another route that could be taken would be to offer incentives for repeat buys such as a tiny bonus in game or something similar.

A second observable trend is that players between the ages of 20-24 are the most likely to make repeat purchases; this is most likely due to not only is that age range the largest percent of the player base at almost 45% but also due to this age group having more disposable income before they age and gain more bills to pay and/or are less likely to save their money. This makes sense when it is also seen that players aged between 15-19 are the second largest chunk of total purchase value.

The third observable trend is that 60% of the most popular items are also the most profitable. Knowing this, a special sale could be applied to the most popular item(s) from time to incentivize more players to purchase those items to increase profit as it is easier to justify to oneself a smaller purchase and the feeling of having saved money on something often compels buyers to purchase when they normally would not.