

## Pandas Homework

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1. The largest customer segment is male making up 84% of the customer base. In addition, to being the largest segment in terms of size, males spend the most in total purchase value.
2. The greatest number of customers are ages 20-24 years old at almost 45%. They are also the highest spending demographic making up \$1,114 of the total \$2,380 in revenue.
3. The highest earning product is Final Critic priced at \$4.61 per unit, well above the average price of \$3.05 when look at all products. Despite being the highest earning product, it was still only purchased 13 times. When compared to the total number of purchases, 780, you can infer that product purchases are fairly evenly distributed and that no single product heavily outweighs another.