Heroes of Pymoli

Data Analysis

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While working with the data there was quite a few stand out pieces of data.

The first is that out of 576 unique users, that was a predominately male players. There were 484/576 classified as male. That is a very high percentage of users. Another thing to note is while the males made up 84% of users, both other genders (female and other) had higher average purchase amounts.

The age range that held the most users was ages 20-24, that was 44% of users fill out this age period. This was a little surprising, I would expect higher numbers in the teens. So the best way to keep this game profitable is to keep pushing items to engage Males within the age of 20-24!