Pandas HW Analysis:

1. Male players are dominating the gamer presence in relation to this game and as such spend more money compared to females. When contemplating consumer insight, surveys for the future, the sample size should be revolving around this specific gender.
2. Highest spending age group is 20-24-year-olds. Marketing campaigns could revolve around college/university campuses since this age group fits perfectly into the student body.
3. More resources should be spent on promoting Final Critic & Singed Scalpel since these are 2 of the 5 most profitable items, yet do not fall into the most popular category. Finding a middle ground for these two items and increasing their popularity will benefit the revenue and profits of the gaming company.