Project: Heros of Pymoli

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Include a written description of three observable trends based on the data.

1. From the Gender Demographic analysis, it is inferred that majority of the users are male (84%) whereas female players only constitute up to (14%). Analyzing the purchase behavior based on gender shows that even though women purchase less items, their average purchase price is (5.65%) more than the average purchase price for men
2. Age demographic analysis shows the highest purchase group falls between 20-24 (44.79%) followed by group between 15-19 (18.58%) and 25-29 (13.37%). Their purchase analyses show that the 20-24 also spend more money almost 3 times to the money spend by next 15-19 group. Another interesting observation is that the highest average purchase group is 35-39 and they are almost 9% more than the 20-24 group.
3. With the popular and profitable analysis, it is noted that the most popular items are also the most profitable ones.