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Pandas Homework Pymoli Writeup: Three Observable Trends

Among the many trends which stand out in the data, three are most notable:

1. First and foremost, the player base is overwhelmingly male. Of the 576 total players, 484, or 84%, are male. Whether this is because of game design, or accidental, this demographic information can be used to shape future decisions. There’s probably some underlying cause, but knowing this information can allow the company to either push into an untapped market of non-male players, or make design choices to stay focused on their largely male demographic.
2. The vast majority of players also are between the ages of 18 and 26. Although there are other age brackets that spend a marginally higher amount of money, there are over 200 people in the 18 to 22 and 22 to 26 year old age brackets each. No other bracket even has more than 90. This information is important to know for similar reasons as the gender demographics; It signals successful work in a very niche age group, and can guide the decisions of the team going forward.
3. A third piece of important information is that two items stand out as much more popular than the rest for purchase. Final Critic and Oathbreaker, Last Hope of the Breaking Storm were both purchased 13 and 12 times respectively, both for more than $50 worth of sales total. The next highest sale values were items which were only purchased 9 times, both for close to $30 total. For whatever reason, these two items are much more popular with players, and it isn’t because they’re cheap. Because players have shown a willingness to shell out extra cash for these two items, I believe it makes sense to push extra marketing towards these items.