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Unit 4 | Assignment – Pandas

Option 1: Heroes of Pymoli

The following is a report examining the purchasing data for the fantasy game:

Heroes of Pymoli.

Given that the game is free, but players are encouraged to purchase optional items that enhance their playing experience, the company must understand the trends underlying this foundational part of their business.

As was already highlighted in the starter book, and in data table 3) below, the large majority of their clients are male.

In data table 4) however, we can see that Females and Others purchase slightly more expensive items on average, and spend more total per person, so the company shouldn’t just focus on males.

In terms of Age Demographics (Data table 5), a large minority of customers are in the 20-24 year old range, and then just above and below this range is where we find the next largest groups represented.

But when we examine the “Purchasing Analysis (Age)” data table 6), we can see that gamers between the ages of 35-39 and under 10 years old have the highest purchase prices on average, and make the largest total purchases per person, so perhaps some marketing should be focused in their direction.

Tables 8) and 9) show the most popular and most profitable items, and the company should certainly take these lists into account as they move forward and plan their marketing and growth strategies. “Oathbreaker, Last Hope of the Breaking Storm” is #1 in both popularity and profitability, so this is something to feature. On the other hand, “Pursuit, Cudgel of Necromancy” is popular, but not that profitable as it only costs $1.02 per item. “Final Critic” was also sold 8 times but brings in significantly more revenue, as it is a more expensive item.

1. Player Count

| **Total Players** |
| --- |
| 576 |

1. Purchasing Analysis (Total)

| **Number of Unique Items** | **Average Price** | **Number of Purchases** | **Total Revenue** |
| --- | --- | --- | --- |
| 183 | $ 3.05 | 780 | $ 2,379.77 |

1. Gender Demographics

|  | **Total Count** | **Percentage of Players** |
| --- | --- | --- |
| **Gender** |  |  |
| **Female** | 81 | 14.06 % |
| **Male** | 484 | 84.03 % |
| **Other / Non-Disclosed** | 11 | 1.91 % |

1. Purchasing Analysis (Gender)

|  | **Purchase Count** | **Total Purchase Value** | **Average Purchase Price** | **Avg. Total Purchase per Person** |
| --- | --- | --- | --- | --- |
| **Gender** |  |  |  |  |
| **Female** | 113 | $ 361.94 | $ 3.20 | $ 4.47 |
| **Male** | 652 | $ 1967.64 | $ 3.02 | $ 4.07 |
| **Other / Non-Disclosed** | 15 | $ 50.19 | $ 3.35 | $ 4.56 |

1. Age Demographics

|  | **Total Count** | **Percentage of Players** |
| --- | --- | --- |
| **Age Category** |  |  |
| **<10** | 17 | 2.95 % |
| **10-14** | 22 | 3.82 % |
| **15-19** | 107 | 18.58 % |
| **20-24** | 258 | 44.79 % |
| **25-29** | 77 | 13.37 % |
| **30-34** | 52 | 9.03 % |
| **35-39** | 31 | 5.38 % |
| **40+** | 12 | 2.08 % |

1. Purchasing Analysis (Age)

|  | **Purchase Count** | **Average Purchase Price** | **Total Purchase Value** | **Avg. Total Purchase per Person** |
| --- | --- | --- | --- | --- |
| **Age Category** |  |  |  |  |
| **<10** | 23 | $ 3.35 | 77.13 | $ 4.54 |
| **10-14** | 28 | $ 2.96 | 82.78 | $ 3.76 |
| **15-19** | 136 | $ 3.04 | 412.89 | $ 3.86 |
| **20-24** | 365 | $ 3.05 | 1114.06 | $ 4.32 |
| **25-29** | 101 | $ 2.90 | 293.00 | $ 3.81 |
| **30-34** | 73 | $ 2.93 | 214.00 | $ 4.12 |
| **35-39** | 41 | $ 3.60 | 147.67 | $ 4.76 |
| **40+** | 13 | $ 2.94 | 38.24 | $ 3.19 |

1. Top Spenders

|  | **Purchase Count** | **Total Purchase Value** | **Average Purchase Price** |
| --- | --- | --- | --- |
| **SN** |  |  |  |
| **Lisosia93** | 5 | 18.96 | $ 3.79 |
| **Idastidru52** | 4 | 15.45 | $ 3.86 |
| **Chamjask73** | 3 | 13.83 | $ 4.61 |
| **Iral74** | 4 | 13.62 | $ 3.40 |
| **Iskadarya95** | 3 | 13.10 | $ 4.37 |

1. Most Popular Items

| **Item ID** | **Item Name** | **Purchase Count** | **Price** | **Total Purchase Value** |
| --- | --- | --- | --- | --- |
| 178 | Oathbreaker, Last Hope of the Breaking Storm | 12 | 4.23 | 50.76 |
| 145 | Fiery Glass Crusader | 9 | 4.58 | 41.22 |
| 108 | Extraction, Quickblade Of Trembling Hands | 9 | 3.53 | 31.77 |
| 82 | Nirvana | 9 | 4.90 | 44.10 |
| 19 | Pursuit, Cudgel of Necromancy | 8 | 1.02 | 8.16 |

1. Most Profitable Items

| **Item ID** | **Item Name** | **Purchase Count** | **Price** | | **Total Purchase Value** |
| --- | --- | --- | --- | --- | --- |
| 178 | Oathbreaker, Last Hope of the Breaking Storm | 12 | 4.23 | 50.76 | |
| 82 | Nirvana | 9 | 4.90 | 44.10 | |
| 145 | Fiery Glass Crusader | 9 | 4.58 | 41.22 | |
| 92 | Final Critic | 8 | 4.88 | 39.04 | |
| 103 | Singed Scalpel | 8 | 4.35 | 34.80 | |