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**House of Pymoli – Data Analysis**

**Background information:** Analyzing for an independent gaming company. Users have the option of purchasing additional items to improve the gaming experience.

**Objective:** Analyze data for their fantasy game Heroes of Pymoli.

**Data Insights:**

Our data contains the following:

* Mean Price of $3.05 and an Average purchase of $3.00-$3.34.
* The highest percentage of players are male with 84% participation.
* The age ranges of the male players include 20-24 years old with 258 players and 15-19 years old with 107 players.
* Most popular items include “Final Critic” with 13 total purchases and “Oath Breaker, Last Hope of the Breaking Storm” with 12 total purchases.
* The most popular items above are also the most profitable items purchased.

**Call to Action:**

* Recommendations include ad campaign for the top 5 optional add-ons to the age demographic of 20-24 years old and 15-19 years old. Moreover I would recommend a price increase for the top 2 add-ons “Final Critic” and “Oathbreaker, Last Hope of the Breaking Storm” for additional revenue.

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Description automatically generated **Most Profitable Items**

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