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Data Analytics Bootcamp

Observable Trends

1. Ages 15-29 make up more than 75% of the total players as well as the highest purchase count of the age groups for House of Pymoli.
2. With Nirvana, Fiery Glass Crusader, and Final Critic being the most expensive by item price, it would be wise to market them even more to drive up popularity and profitability.
3. While females are only 14% of the population playing House of Pymoli, they contribute to 18% of the total purchase value and average a total purchase of $4.47 per female player. We should market more to this demographic to increase the overall purchase value.