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Heroes of Pymoli Homework

Three Observable Trends

1. The overwhelming majority of the players who have purchased an item are male. This is most likely the reason the purchase count and total purchase value is significantly higher for males as well. I do think it is interesting the female players have a higher average purchase price and average total purchase per person. This would suggest that females are buying more expensive items.
2. Most player fit into the 20-24 age range with 15-19 coming in second. Similar to the gender groups, these groups are also responsible for the most purchases. I would be interested to see if this could be a result of recent graduates who have started their first career, decide to spend more money on their favorites games.
3. Of the total revenue of $2,379.77, the top purchaser is only responsible for $18.96, with 5 purchases. With a player count of 576, this would suggest many users are not repeat purchases and revenue mostly comes from single transactions.