Pymoli Trends:

1. Looking at the demographics and purchasing analytics sections by gender, it appears that the distribution of purchase counts (83.6% by males, 14.5% by females, and 1.92% by other) mirrors that of the overall user distribution. This suggests that there is little correlation between gender and spending habits in this specific dataset.
2. From the purchasing analysis by age calculations, it appears that the “Total Purchase Value” series resembles a bell curve, with the most purchases by both dollar amount and count occurring for the age range of 20-24. This again approximates the overall demographics of user by age, where a somewhat proportional change in total purchase value accompanies the change in user count for a given age range. This was an interesting trend for me because, as a college student, I would expect that users in the 20-24 age range would have less money to spend on video game add-ins.
3. A final trend from the “Most Popular Items” section refers to the relationship between price and purchase count. An observation that may not be surprising given that the majority of users are of the 20-24 year age range is that the most popular items were not among the most expensive items. In fact, the most expensive item on the top 5 “Most Popular Items” list came in at #19 on the unique items list sorted by price.