Jake Byford

July 6, 2020

Rutgers Data Science Bootcamp

Pandas Challenge

**Three Observable Patterns –**

1. **Gender Demographics/Purchasing Analysis –** Males had a staggering 84% market share of “Heroes of Pymoli” attributing to an additional 84 % purchase count comparable to the total amount of purchases. The total purchase value was almost 5.5 times greater than Females.
2. **Age Demographics/Purchasing Analysis –** Almost 45% of all players were appointed to the Age Range of 20-24-year old players. This range of player’s had over 3 times the Total Purchase Value of any other age group.
3. **Most Popular/Most Profitable Item(s) -** Final Critic was the most profitable and most popular item with a total purchase count of 13 times and a total purchase value of $59.99.