Robert Chesser

8/11/19

Pandas Homework

Three observations from the data:

The best customers by far are in the 20-24 age range, but that is due mostly to the fact that they make up the largest customer base. On a per purchase basis, they aren’t much better or worse than the others.

The Oathbreaker, Last Hope of the Breaking Storm item is the best-selling item. It sold 25% more than the next highest item. I would try to figure out why it is so appealing and try to offer other similar items.

The women, although fewer in number are better customers as they spend more both per item and average total purchases. It would be wise to find ways to market to women specifically.

Two other things I would look at:

I would like to sort the highest spenders by age too so that you can see the trend for that. I would also like to see the age breakdown for women vs men.