Describe three observable trends based on the data.

Trend one:

The gender category is mostly made up of males. They account for 84% of the player population. Since males make up most of the population, the total purchase value for males is the highest, bringing around $1,900.00.

Looking at the age category, one can see the dominating trend of players in the age category is between 20-24 years old. This makes up 44.79 percent of all ages between 0 through over 40 years of age. 20-24 age also are the top spenders for items that enhance their playing experience, bringing in about $1,100.00.

Using the gender and age data from our data frames, we can deduce that the majority of the males are around the ages of 20-24 purchasing most of the playing experience enhancements.

Trend two:

The most popular item to enhance the game of Heroes of Pymoli is “Oathbreaker, Last Hope of the Breaking Storm.” This item was purchased over 12 times within the game, three more than the next game enhancement item.

Trend three:

When sorting our data to total purchase price, the items that are over $4 bring in the most value when the purchasing amount is high or in the range of 7 items or greater.