Heroes of Pymoli: Observable trends in the data Jonathan Mount

Pandas Challenge

Throughout this challenge, it was easy to spot immediately impactful trends when analyzing this pymoli data. Some observations below:

1. Based on the number of unique purchases by ID, 72% of players did not make another purchase. Of those who did, the maximum spent was $19 by a single player. Considering the game is new and the low overall totals for the highest spenders, I would imagine most of these purchases were made in a single session. If my goal were to help maximize profit, I would recommend resources be spent trying to make those players return for more future sessions. I would also ask why most players do not make more than a single purchase, and what variables are playing into that.
2. Most purchases made were young male adults between 15 and 25. However, there was almost no percentage change in the number of players returning for more than 1 purchase in this gender demographic. Outside of knowing there are significantly more men playing than women, the gender demographic does not reveal too much about spending habits.
3. The most popular items were also the most profitable items---This makes me wonder if those items could be good enough to discourage from spending on other items. It would be good here to do further analysis to see what percentage of those players who bought those items bought other items as well.