**Heroes Of Pymoli Data Analysis**

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By working with the data from the Purchases file for the videogame sales provided, the following trends can be noted:

* From the 720 total lines or purchases log, there are 576 unique usernames. Tracking information by username allows us to find the users with the greatest number of purchases.
* Grouping the data by gender, we can observe that the majority of users are males, accounting for 84% of the entire population of buyers.
* When we look at the information by age category, grouping users by 0-10 years, then in increments of 5, up to 40 years old, we can notice how the mayor concentration of gamer is on the age range of 20-24 yo., followed by the 15-19 age bucket. A possible reason for this could be due to the purchase power of that aging group: people over 20 years old are more likely to have a source of income, while the younger users would still be dependent on parents’ allowance. However, without further analysis or additional data we cannot define it as a fact.

From the tables in the data analysis (Jupyter Notebook file), however, we could determine that the target population for game sales would be male gamers between the ages of 20 to 24 years old, and that younger users will be the next most buyers, since we can observe the purchases dropping from the age buckets 25 yo and above.