

Three Observations per Panda Homework

1. First and foremost, per the data Males comprise a much larger percent of customers for games, at 84% of total purchases in the data. Females and the “other,” category combined comprise the remaining 16% of purchases. Given that males comprise such an overwhelming majority of purchases, it would be difficult to further compare general trends of discrepancies in purchasing habits between males and females (it would be drawing an “apples,” to “oranges,” comparison).
2. In terms of age, the age bin of 20-24 year olds comprises the majority of video game purchases across the data, from younger than 10 years old all the way through video game purchasers older than 40, albeit not an overwhelming majority. The 20-24 year old range certainly represents the age group of university undergraduates and those beginning careers. With extra time on their hands, people in this age range may spend some of that free time playing video games, leading to more sales. People in older age bins may be busy starting families, and those people in lower age bins may not have as much disposable income.
3. The top ten items purchased (even combined) do not comprise a majority of total purchases across the data. This implies it may not be as difficult for new games to sell (break in to the industry) as it may be for new products in other industries, where bigger competitors enjoy a stronger advantage.