Pandas – Heroes of Pymoli Analysis

* Mostly male users (83.6%)
* Female users tend to spend more per user on items and tend to buy higher priced items
* Nearly half of the users (46%) are in the 20-24 age range
  + These users in the 20-24 age range tend to spend more per user than the other “heavy user” age ranges. Heavy user indicating that the age range make up 9% or more of the total users. 20-24 buys on average $4.31 per user vs. $3.80-$4.11 for users 15-19, 25-29, and 30-34.