Heroes of Pymoli Conclusions Summary – Max F. Mitchell

It is clear based on the data that the gaming company is currently obtaining most of its revenue from male customers. The company made over 5 times as much money from its male customers than from the female customers. The males also made over 5 times as many individual purchases as the females. The average purchase price was greater for males than females. Additionally, the average total purchase amount was greater for males. The men and boys were much more eager customers!

The age group of 0 to 9 was the age group that had the highest average purchase price, in spite of having the fewest number of purchases. However, the most total revenue comes from the age 20-29 group. This group is probably young enough to still enjoy playing games, but old enough to have a decent income to splurge on games for themselves.

Purchasing Analysis (by Gender)

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Average Purchase Price for Men: 3.02

Average Purchase Price for Women: 3.2

Total Number of Purchases for Men: 652

Total Number of Purchases for Women: 113

Total Revenue for Men: 1967.64

Total Revenue for Women: 361.94

Average Purchase Total for Men: 6.08

Average Purchase Total for Women: 5.64

Purchasing Analysis (by Age Groups)

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Average Purchase Price for Age Group 0-9: 3.41

Average Purchase Price for Age Group 10-19: 3.06

Average Purchase Price for Age Group 20-29: 2.99

Average Purchase Price for Age Group 30-39: 3.15

Average Purchase Price for Age Group 40+: 3.08

Total Number of Purchases for Age Group 0-9: 32

Total Number of Purchases for Age Group 10-19: 254

Total Number of Purchases for Age Group 20-29: 402

Total Number of Purchases for Age Group 30-39: 85

Total Number of Purchases for Age Group 40+: 7

Total Revenue for Age Group 0-9: 108.96

Total Revenue for Age Group 10-19: 778.16

Total Revenue for Age Group 20-29: 1203.06

Total Revenue for Age Group 30-39: 268.06

Total Revenue for Age Group 40+: 21.53