**Pandas Homework**

**Observable Trends**

1. The age group of 20-24 had the highest purchase count and total purchase value by a long shot. We can assume our consumers are mostly young adults then. This would be helpful for marketing data.
2. Men tended to dominate in sheer number of users, and subsequently purchase volume, total spent, etc. Knowing your user audience helps you market more specifically.
3. Females, while much less active in terms of spending, tended to spend just a little bit more than men did.