Heroes of Pymoli

Three observations from the Heroes of Pymoli summary data:

1) There is something interesting going on in the ‘Average Total Purchase per Person’ based on age group. There are 3 separate peaks in this data, all of which inform of factors that lead to increased spending. I hypothesize that the first two peaks (<10 and 20-24) have to do with a lack of financial responsibility of these two age groups. The third peak (35-39) likely has to do with the fact that the people in this group have more money, but less time, to spend on the game.

2) Of the three peaks mentioned above, the first and third (<10, and 35-39) account for only about 8% of people who make purchases on this game. The second peak of ‘Average Total Purchase per Person’ (20-24) is also the largest age group, making up 44.7% of the players of this game.

3) It is also interesting that female players tend to spend much more on average than male players despite there being much fewer female players. My hypothesis would be that there are proportionally fewer casual players among the female demographic. I expect that the top spenders of female and male demographics look similar. To find out I would create a new dataframe grouping by “SN” with the mean of “Price” and the gender of the player by calling .last(). Then I would filter out anything below a certain amount spent based on the standard deviation of the “Price column”. This would yield a dataframe capable of displaying the data needed to make this analysis.