Observable trends in the data set for Heroes of PyMoli

1. From the table Purchasing Analysis Total by Gender, we find that the ‘Male’ population is the largest contributor to the revenue.

|  | **Purchase Count** | **Average Purchase Price** | **Total Purchase Value** | **Avg Total Purchase per Person** |
| --- | --- | --- | --- | --- |
| **Gender** |  |  |  |  |
| **Female** | 113 | $3.20 | $361.94 | $4.47 |
| **Male** | 652 | $3.02 | $1967.64 | $4.07 |
| **Other / Non-Disclosed** | 15 | $3.35 | $50.19 | $4.56 |

1. From the table on Age Demographics we find that the age group 20-24 is highest in terms of the percentage of players and thus largest contributors to the revenue.

| **Total Count** | **Percentage of players** |
| --- | --- |
| **<10** | 17 | 2.96 |
| **10-14** | 22 | 3.83 |
| **15-19** | 107 | 18.61 |
| **20-24** | 258 | 44.87 |
| **25-29** | 77 | 13.39 |
| **30-34** | 52 | 9.04 |
| **35-39** | 31 | 5.39 |
| **40+** | 11 | 1.91 |

Additionally, if you also see the table ‘Purchasing Analysis by Age’ we find that the maximum purchases are from the age group 20-24.

|  | **Purchase Count** | **Average Purchase Price** | **Total Purchase Value** | **Avg Total Purchase per Person** |
| --- | --- | --- | --- | --- |
| **Age Range** |  |  |  |  |
| **<10** | 23 | $3.35 | $77.13 | $4.54 |
| **10-14** | 28 | $2.96 | $82.78 | $3.76 |
| **15-19** | 136 | $3.04 | $412.89 | $3.86 |
| **20-24** | 365 | $3.05 | $1114.06 | $4.32 |
| **25-29** | 101 | $2.90 | $293.00 | $3.81 |
| **30-34** | 73 | $2.93 | $214.00 | $4.12 |
| **35-39** | 41 | $3.60 | $147.67 | $4.76 |
| **40+** | 12 | $3.04 | $36.54 | $3.32 |

1. From the above tables you will also notice that on comparing the ‘Female’ and Male population on average total purchase per person, the ‘Female’ population is spending more than the male population per person.

Similarly, the average total purchase per person for the age group 35-39 is higher than the average total purchase per person in the 20-24 age range.