Pandas-Challenge

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As the new Lead Analyst for a Gaming Company I have begun to analyze the data from the most recent Game Release: Heroes of Pymoli. I noticed a couple of trends that I believe will be useful and provide insight to our company. Let’s go over that now!

The first insight that I have to share is regarding User Gender. While the game is predominantly played by Males, 84% to 14%, Females actually spend on average 10% more while playing the game. It might be useful, for our company to either attract more Females to the game, or bettering their experience while playing.

The Second insight that I have to share is regarding Age. Approximately 45% of users are between the ages of 20-24. Not only this, but they spend on average $4.32. This is the third highest average per age group. Only those under 10 years old and between 35-39 years old spend more on average.

The third insight I have is that there is not any noticeable outliers in the Data. No one in particular has spent more than $20 or made more than 5 purchases. It might be useful to introduce higher ticket price items, or more variability.

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