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WUSTL Data Analysis Bootcamp

Pandas Homework Report

There are several trends present within this sample of gamers when examining the data extracted from the original .csv file. Among them are the following:

* People in their twenties, not teenagers or preteens, comprised the largest cohort in the sample. More than half (51.54%) of the total purchases were from people in the 21-30 age group, compared to 36.67% from the 20-and-under group.
* The five most profitable items accounted for almost 9% of the total revenue (8.82%) and almost 6% of the total purchases (5.90%). Obviously marketing campaigns weren’t part of this exercise, but it would be interesting to look at these numbers in the context of commercial time, promotional displays, etc.
* The male demographic was the overwhelming majority at the cash register, accounting for 652 of the 780 purchases (83.59%), but had both the lowest average purchase price ($3.02) and average purchase total per person ($4.07) of any gender category, suggesting that female and other/non-disclosed gamers may be more selective with their gaming purchases (i.e., buying less frequently, but choosing higher-value items that they possibly believe will offer a more substantive experience when they do decide to buy)