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SPS Data Science Boot Camp Pandas Challenge

Observational Trends

1. 19% of items have sold 1-2 times and have only driven 6% of revenue. Depending on the span of time it took to sell these items, it may be best to eliminate them from the item list.
2. Pursuit, Cudgel of Necromancy & Retribution Axe are two of the highest selling items, but individually account for less than $20.00 of total revenue. It is possible to increase the purchase price for all items on higher demand.
3. Nearly half of all items are priced above the greatest average purchase price across all age groups ($3.35), which further suggests adjusting prices based on demand.
4. The highest buying consumers are males between the ages of 20-24. They account for nearly 40% of revenue.