**Data Analytics Bootcamp (UWA)**

**Pandas Homework Submission**

**Heroes of Pymoli - Trends Insights**

1. **Gender Insight:**

The highest number of purchases are done by Males and for every 1 purchase done by other gender (Females and Other/Undisclosed), there are 5 purchases done by males.

2.**Purchasing Analysis Insight:**

Males have highest volume of purchases (652) but Other / Non-Disclosed have the highest av purchase value ($3.35) and Av Total Purchase per Person ($4.56) and females are the close second highest at av purchase value ($3.20) and Av Total Purchase per Person ($4.47)

3.**Age Group** **Insights:**

The highest number of players are in the age range 20 – 24 at 44.79% of the total number of unique players and the highest total purchase value but the age range 35 – 39 have the highest average purchase value (3.60) and Av Total Purchase per Person (4.76).