Freddy Rangel

With the improvement of technology several areas of our lives have been dramatically improve. Areas such as medicine, transportation, and entertainment. However, entertainment is one of the fastest growing area with millions of dollars spend in gaming.

As we can see from this activity Heroes of Pymoli, this data can also be collected and analyzed precisely improve revenue. There are several aspects that can be toll from this data set:

1. Starting with gender, Males are more likely to invest in gaming that females
2. The age group that invest the mots are those individual from age 20 to 24
3. The most profitable item and the mots popular item is Final Critic

Based on this information Final Critic can be heavily target to males from age 20 to 24.