**Trend Observations | Heroes of Pymoli**

By reviewing the data generated via anlysis of the Heroes of Pymoli datafile (see related Jupyter Notebook), the following three observable trends, which speak to how to advertise, can be made:

1. The target audience for these video games products is Male, aged 20-24 based on the majority players. Ads should focus on this demographic.
2. Not many players are repeat customers. While some have made multiple purchases, this accounts for very few. Advertising to retarget current customers could prove lucrative since this group is already familiar with the games.
3. The most popular items were all purchased less than 15 times. With 576 players, this means not many purchase the same item. This trend again speaks to retargeting current customers by offering popular products that they do not already own.