*Mignon du Plessis*

**Heroes of Pymoli Trend Analysis**

1. By looking at the number of players categorized by “Gender” we can observe that the videogame is predominantly played by players identified as “Male”.
2. By Looking at the “Age Demographics” the highest percentage of Heroes of Pymoli players range between the ages of 20-24 years old, whom also have the greatest “Total Purchase Value”.
3. By Looking at “Most Profitable Items” it is noticeable that the most profitable items are not necessarily the most popular items.