**Heroes of Pymoli Analysis**

**Three observable trends according to the data results:**

1. There were more male players than female and other/non-disclosed combined. Although, female and other/non-disclosed players spend more money on games. Other/non-disclosed players spend more than both female and male players on average. Although, the possible demographic information are meaningless. I highly suggest on focusing more on attracting female players to the game because it will result in an increase of profits.
2. According the to age demographics, there is a higher percentage of players ranging between 20 to 24 years old. Though, 35 to 39 year old players are the biggest spenders than all of the given age ranges. Attracting older customers could gain more profit.
3. The most profitable game was “Oathbreaker, Last Hope of the Breaking Storm” with a total profit of $50.76. The next runner up with the highest profits was “Nirvana” with $44.10.