The Heros of Pymoli game is very popular for men as they make up almost 85% of the players. The most popular age range of the game is 17-26 year olds. However the 37 & older group is the group that spends the most money to play the game, which means that they should try to market it to the older crowd to produce a higher profit. They should also focus on how to sell the most profitable games because they will make more money per game (the highest $4.99).