Here are 3 observable trends that I noticed from the Heroes of Pymoli data:

1. The majority of players playing our game are male. If we intend to make the most money by adding new items to our game, targeting male players should yield more revenue.
2. The majority of our players are between the ages of 15 and 24. If we are going to create advertising for our game and the new items that we have added, we will want to create targeted advertising at this age group. These are high school and college students with more time on their hands assuming they are still in school, we can assume they spend time playing other games and use ads to target them looking at other gaming content.
3. We have some items that stand out as far as number of purchases, we can add new items that are similar to these, so that players who liked the previous item might want the new one and increases the likelihood of them purchasing the item.