**Heroes Of Pymoli Trend Analysis**

Our data analysis shows that the games published by Pymoli are very popular among men, compared to women, this suggests that the most marketing activities should be focused on so as to maximise the sales opportunity that this gender represents. The research department should continue to work on games that may appeal to women while also focusing on new games that will help the company to maintaining her popularity among the male gamers’

Gamers aged 19 to 24 spends more money on the games developed by Pymoli, than any other age group. The analysis further shows that the bulk of the sales are to gamers aged 14 to 34. More advertising efforts should be directed at this group, to maximise the revenue opportunity that exist in the group.

Final Critics and Oathbreakers tops both the most popular list as well as the most profitable list, this are games with potential to generate more revenue for the company with more advertisement. More efforts should be invested in the marketing of the most popular and most profitable games