**Heroes of Pymoli Trends:**

The following trends were noted based on the dataframe tables that were created as part of the Pandas assignment:

1. Demographic trends – Gender.

The vast majority of players, and therefore purchasers, are male (84.03%). Sales and marketing efforts should be targeted at the male demographic.

Table

Description automatically generated

1. Demographic trends – Age

The majority of players/purchasers are in the age demographic of 15 – 29 years of age, with the majority (44.79%) in the 20-24 age bracket. Including the gender information from the table above, one could infer that Sales & Marketing efforts should be targeted towards males in these age groups.

Table

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1. Popular/Profitable item trends:

Based on the tables created below there is a correlation between popular items and profitable items. However, this is based on the purchase count and item price and does not reflect the cost and profit margins of the items. It is difficult to draw any conclusions from this data other than popularity of the items based on purchase count. More analysis would be required to determine if there were any trends that would drive business decisions.

**Popular Items:**

Table

Description automatically generated

**Profitable Items:**

Table

Description automatically generated with medium confidence