**1. Average Rating and Interaction**

* **Avg Rating**: 4
* **Avg Customer Interaction**: 5
* **Observation**:  
  High user engagement indicates good satisfaction but room for improvement in content or services.

**2. User Distribution by Age Group**

* **Old**: 1428 users
* **Adult**: 710 users
* **Youth**: 324 users
* **Teen**: 38 users
* **Observation**:  
  Older users form the majority, while youth and teen segments are underrepresented. Focused marketing can attract younger audiences.

**3. Gender Insights**

* **Female**: 1260 users | **Male**: 1240 users
* **Observation**:  
  Gender distribution is balanced, allowing for broad-based marketing without gender-specific bias.

**4. Device Usage**

* **Smartphone**: 867 users | **Tablet**: 853 users | **Smart TV**: 780 users
* **Observation**:  
  Smartphones dominate access, indicating the need for mobile-optimized content and features.

**5. Membership Insights**

* **Subscription Plans**:
  + **Annual**: Preferred for Visa (444) and Mastercard (425) users.
  + **Monthly**: Visa (394) and Amex users dominate.
* **Observation**:  
  Annual subscriptions are popular, suggesting users prefer long-term cost savings. Monthly plans can target cost-sensitive segments.

**6. Customer Frequency**

* **Frequent**: 851 users | **Occasional**: 822 users | **Regular**: 827 users
* **Observation**:  
  A healthy mix of user frequency. Converting **occasional** users into frequent ones through promotions could boost engagement.

**7. Category Preferences**

* **Books**: 34.01% | **Electronics**: 33.88% | **Clothing**: 32.08%
* **Observation**:  
  Books and electronics dominate purchases. Promoting seasonal clothing offers could increase its share.

**8. Content Genre Preferences**

* **Top Genres**:
  + **Horror**: 15.32%
  + **Action**: 15.20%
  + **Romance**: 14.72%
* **Least Preferred**:
  + **Sci-Fi**: 12.76%
  + **Documentary**: 13.60%
* **Observation**:  
  Horror and Action dominate. Lesser genres like Sci-Fi and Documentary can be promoted with exclusive content.

**9. Key Recommendations**

1. **Target Younger Audiences**: Offer content and promotions tailored to youth and teens.
2. **Enhance Mobile Experience**: Optimize mobile apps to cater to the dominant smartphone users.
3. **Convert Monthly Users**: Incentivize monthly subscribers to shift to annual plans through discounts.
4. **Promote Underrepresented Content**: Boost Sci-Fi and Documentary content with engaging exclusives.
5. **Boost Occasional Users**: Use personalized offers to encourage occasional users to engage more frequently.