AMAZON PRIME USER STATISTICS

FILTERS

Gender
- ☑ Male
- ☑ Female

Usage Frequency
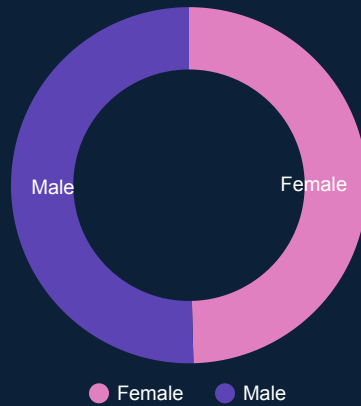- ☑ Frequent
- ☑ Regular
- ☑ Occasional

Payment Information
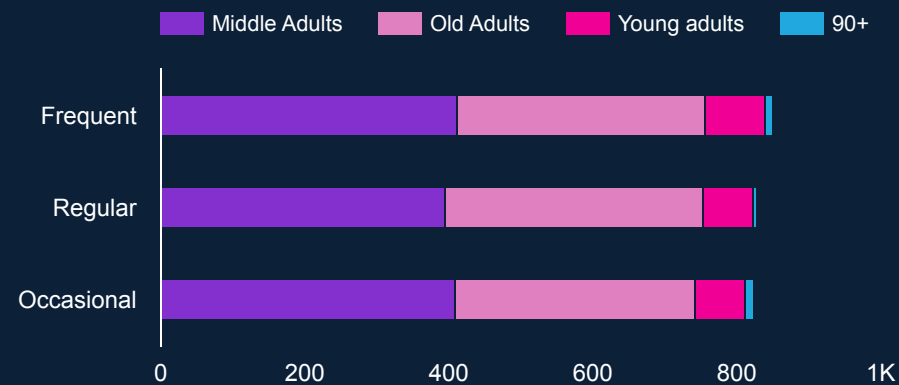- ☑ Mastercard
- ☑ Visa
- ☑ Amex

Customer Ratio by Gender

Male | Female

● Female ● Male

User Device Trend

Device	Value
Smartphone	867
Tablet	853
Smart TV	780

1K 750 500 250 0

Age group distribution

All

Middle Adults | Old Adults | Young adults
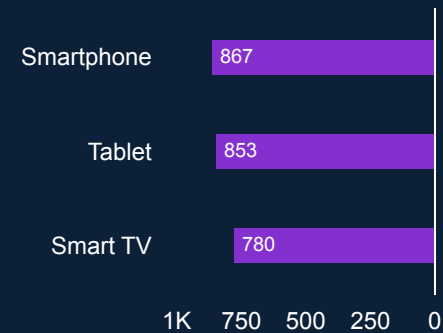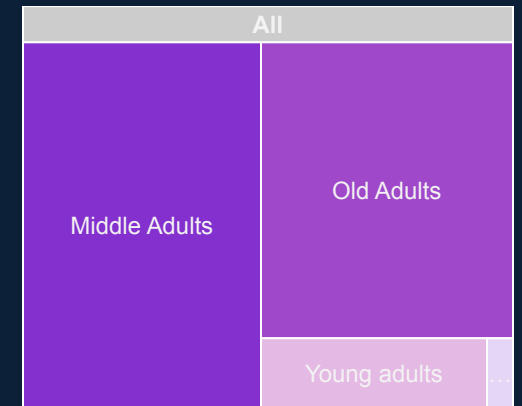
User Engagement - Age distribution

● Middle Adults ● Old Adults ● Young adults ● 90+

Frequent

Regular

Occasional

0 200 400 600 800 1K

Breakdown of Payment information

33.3% 33.3% 33.3%

● Mastercard
● Visa
● Amex