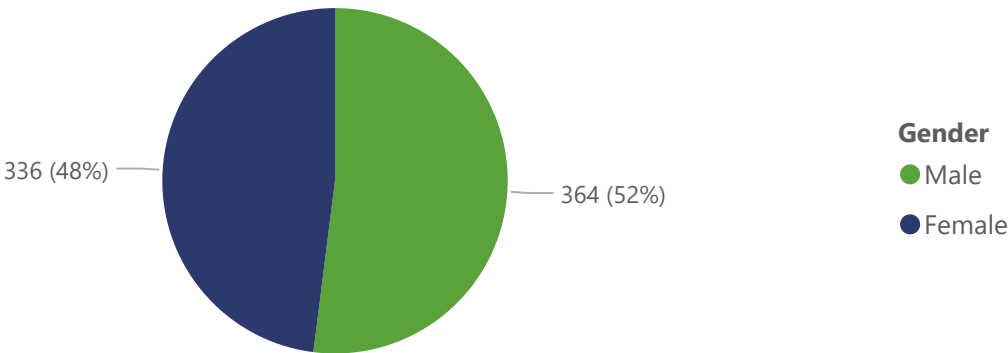


Audience Overview

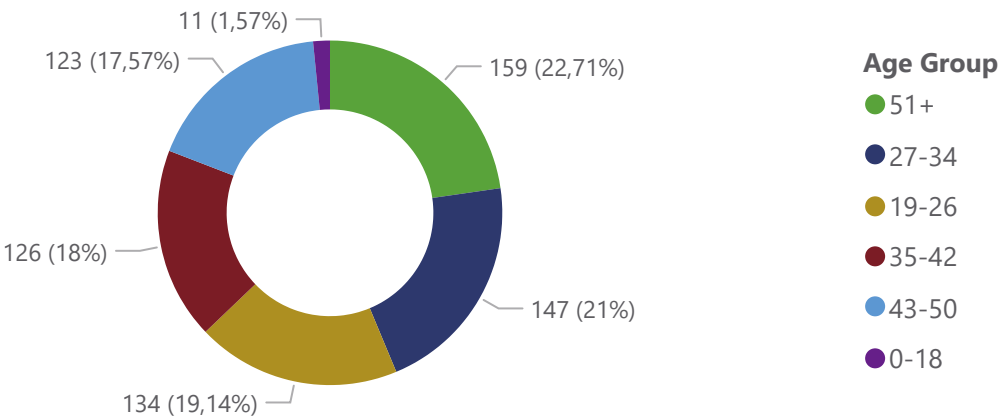
700

Total number of people

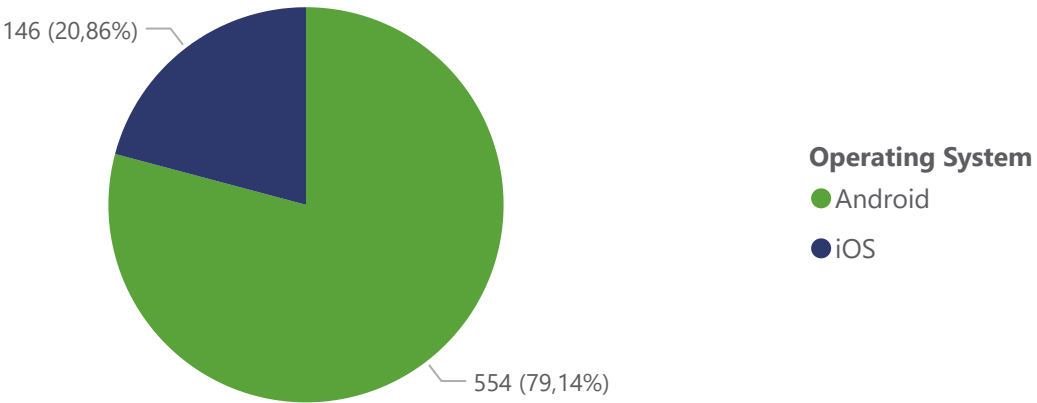
Gender Count



Age Group Distribution



Operating System Count



Age Group	Android	iOS	Total
0-18	10	1	11
19-26	106	28	134
27-34	116	31	147
35-42	99	27	126
43-50	104	19	123
51+	119	40	159
Total	554	146	700

Age Group	Female	Male	Total
0-18		11	11
19-26	64	70	134
27-34	80	67	147
35-42	63	63	126
43-50	59	64	123
51+	70	89	159
Total	336	364	700

Averages by model

Device Model

Google Pixel 5

iPhone 12

OnePlus 9

Samsung Galaxy S21

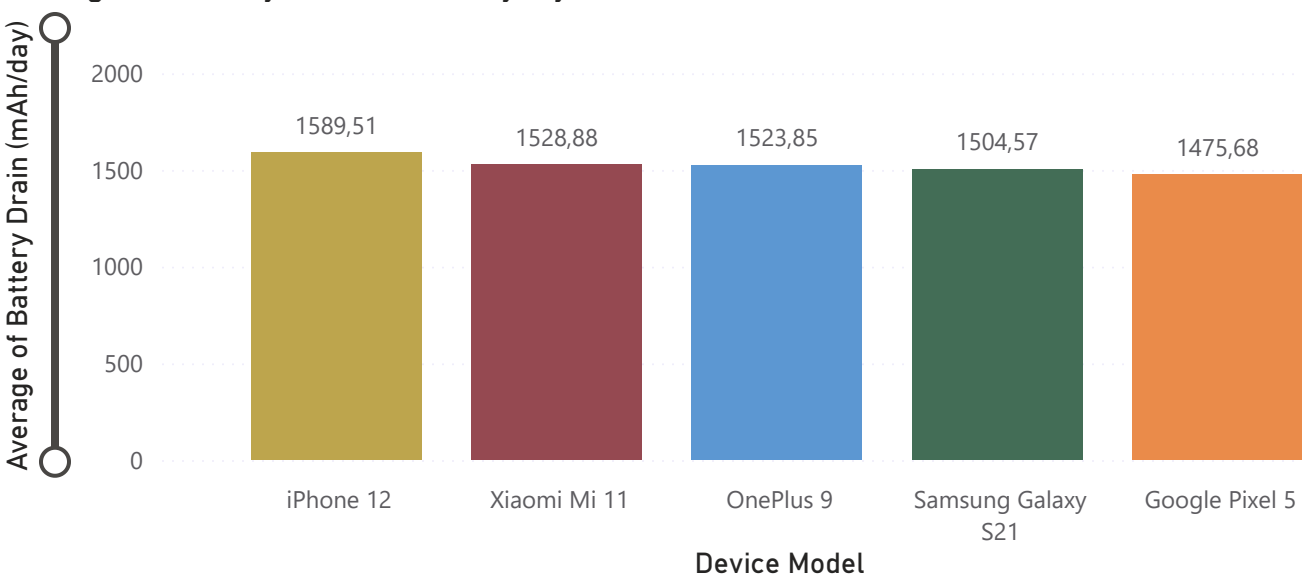
Xiaomi Mi 11

Operating System

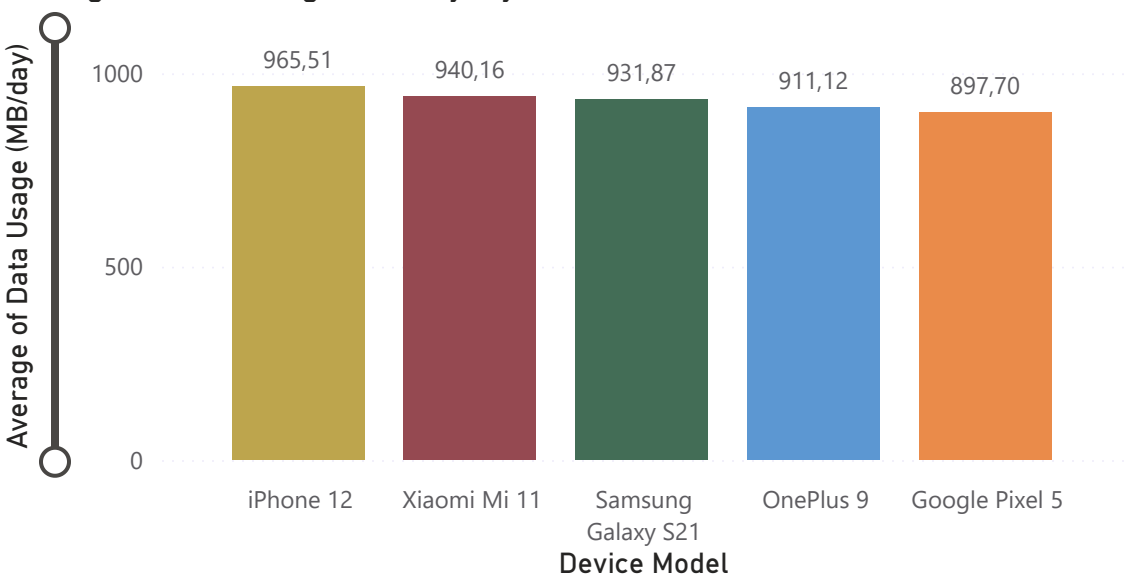
Android

iOS

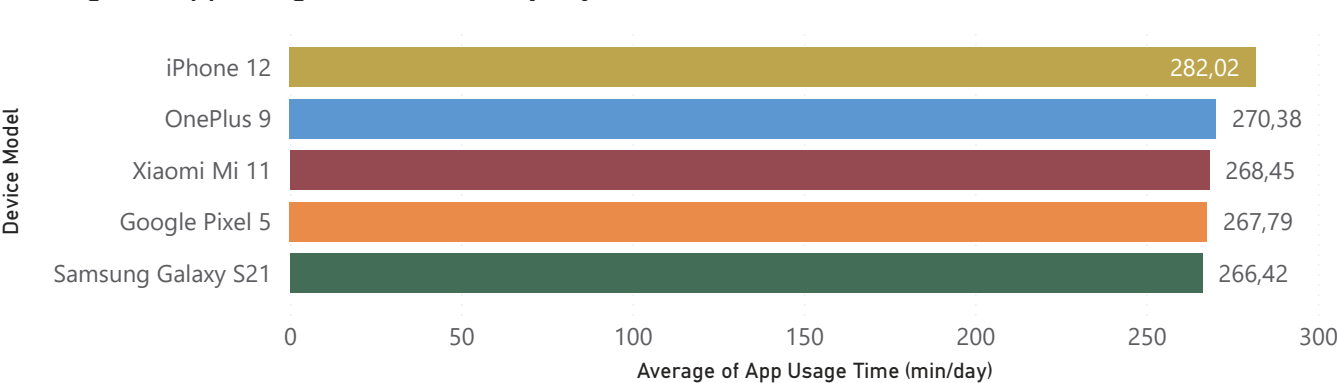
Average of Battery Drain (mAh/day) by Device Model



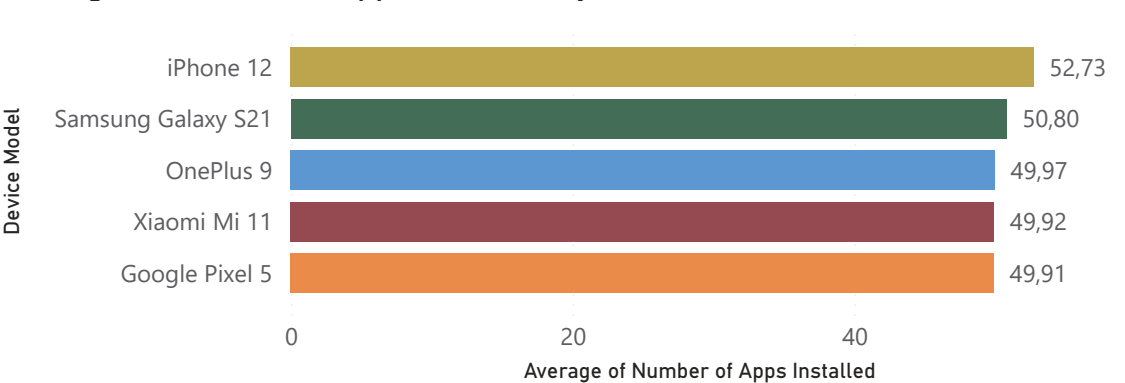
Average of Data Usage (MB/day) by Device Model



Average of App Usage Time (min/day) by Device Model

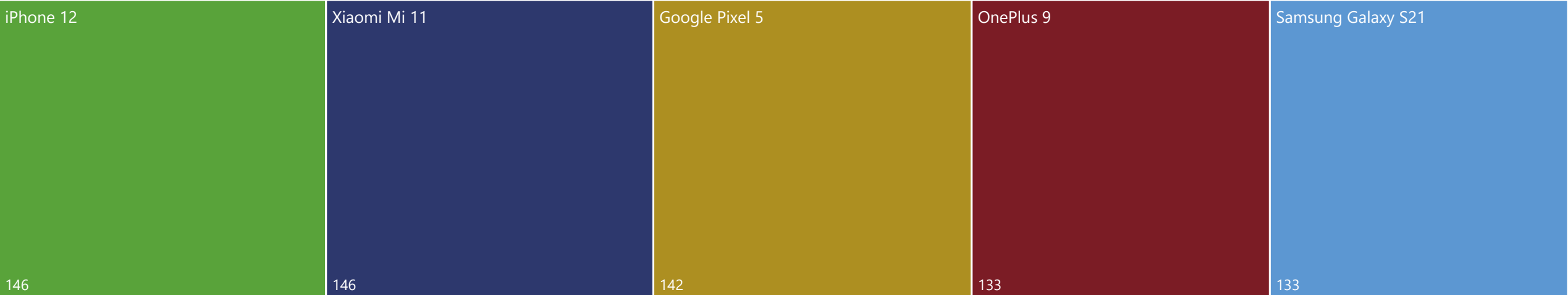


Average of Number of Apps Installed by Device Model

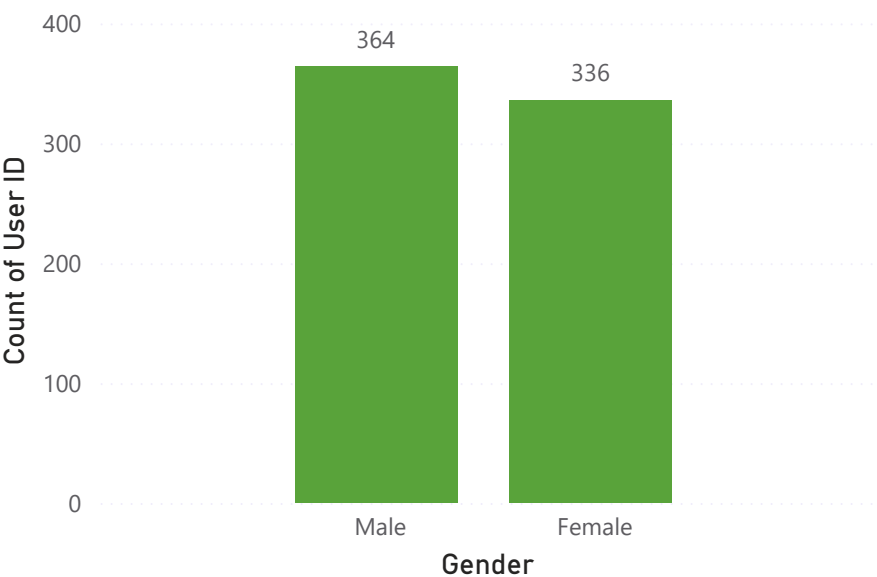


Distribution by User Behaviour Class

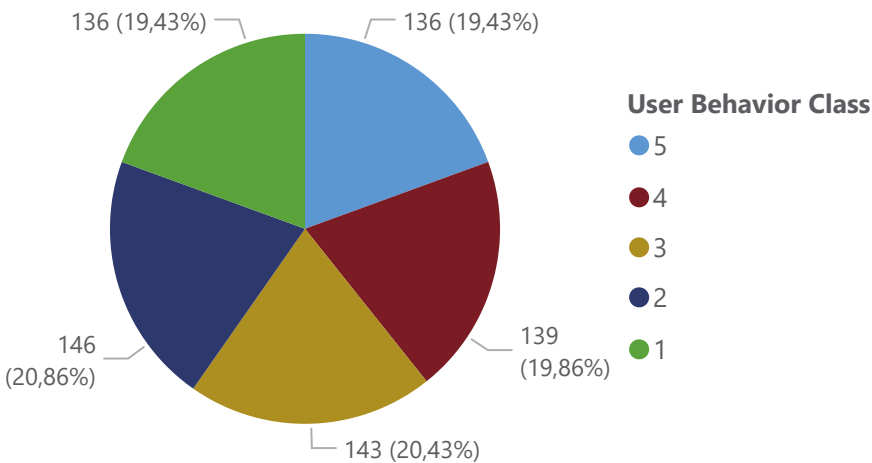
Count of User ID by Device Model



Count of User ID by Gender



Count of User ID by User Behavior Class



User Behaviour Class 5 - Are the most active phone users

User Behaviour Class 1 - Are the least active phone users