



SWEY'S DEMOGRAPHIC ANALYSIS

AD Budget \$1,000,000

3,000

total_listeners

50.8%

1,525

female_listeners

46.7%

1,401

Male_listeners

2.5%

74

other_listeners

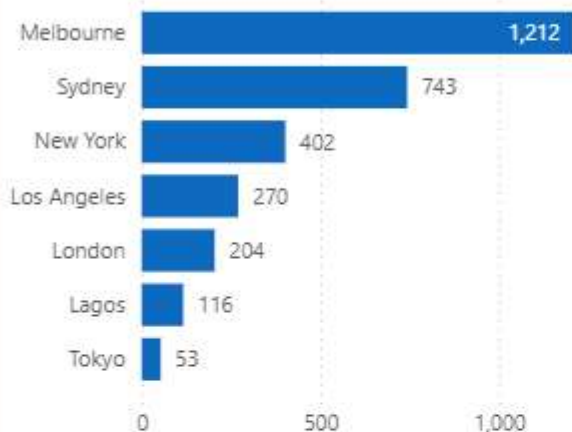
23K

streaming_num...

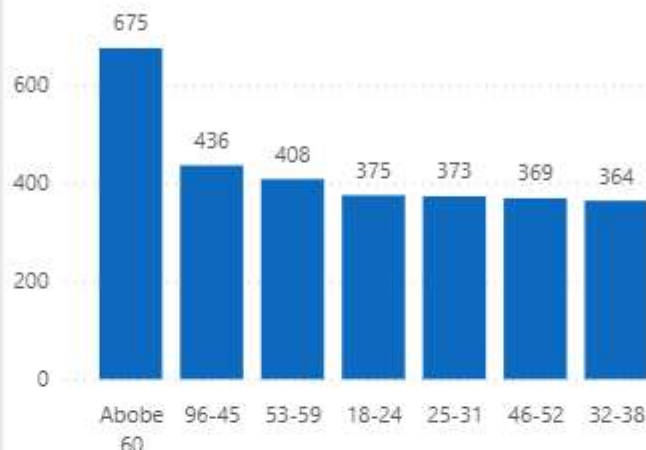
2,267

total_album_sale

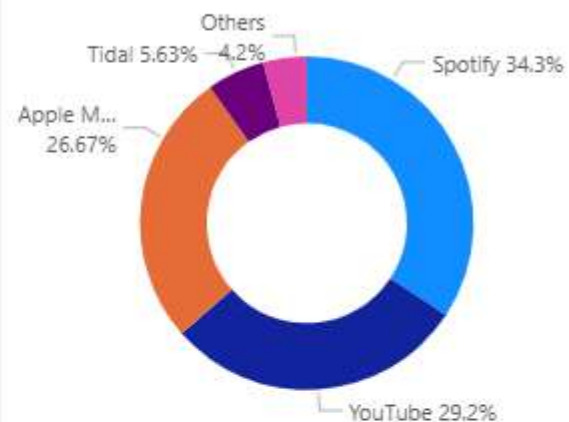
total_listeners by Location



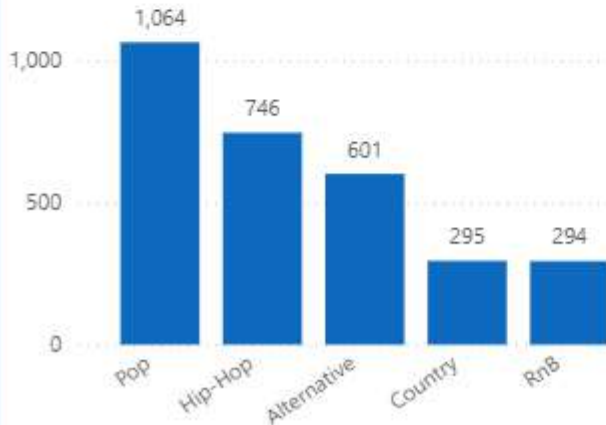
total_listeners by Age_range



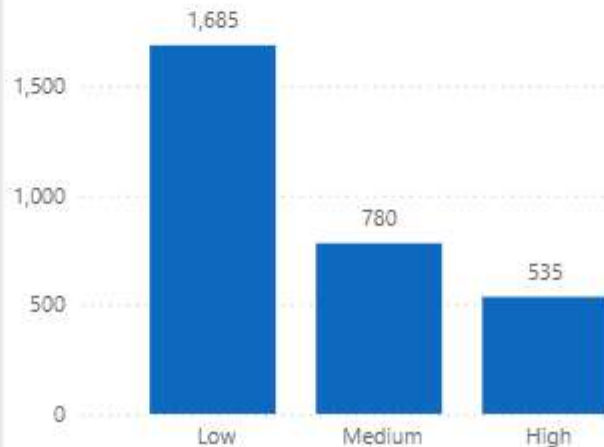
total_listeners by Streaming_Platform



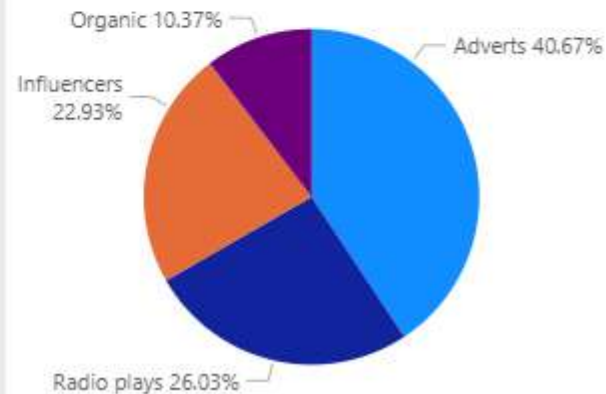
total_listeners by Music_Preferences



total_listeners by Income_Level



total_listeners by Acquisition_Medium





SWEY'S COMPETITOR ANALYSIS

AD Budget \$1,000,000

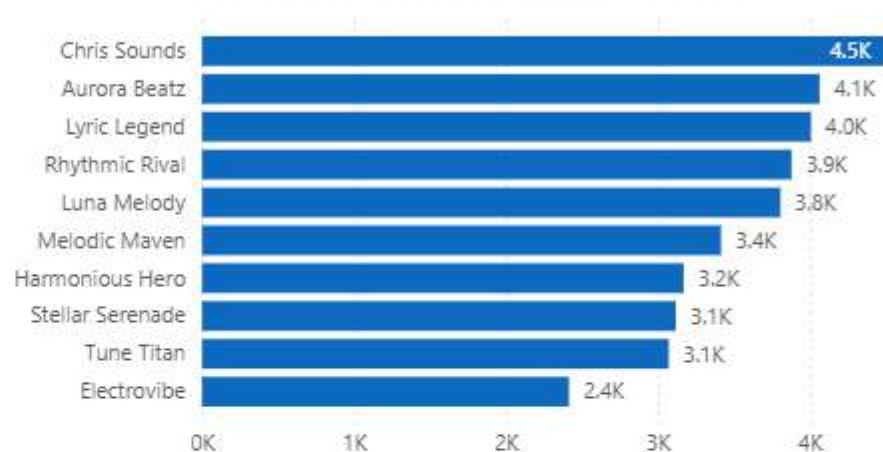
Genre

All

total_streaming by Competitor_Name



total_album_sales by Competitor_Name



10

total_competitor

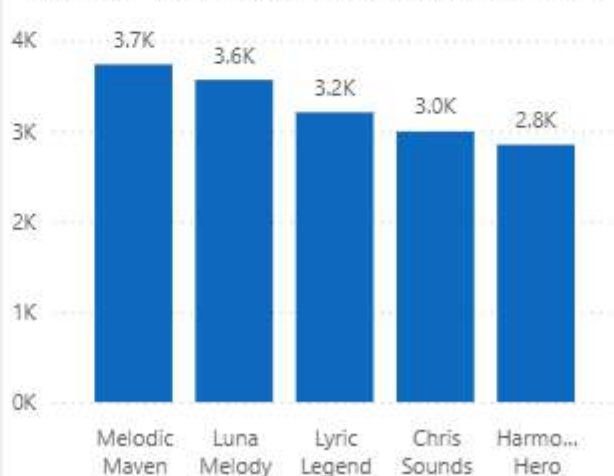
35K

total_album_sales

335K

total_streaming

Number of follower by Competitor_Name



total_competitor by Genre

