

## Users

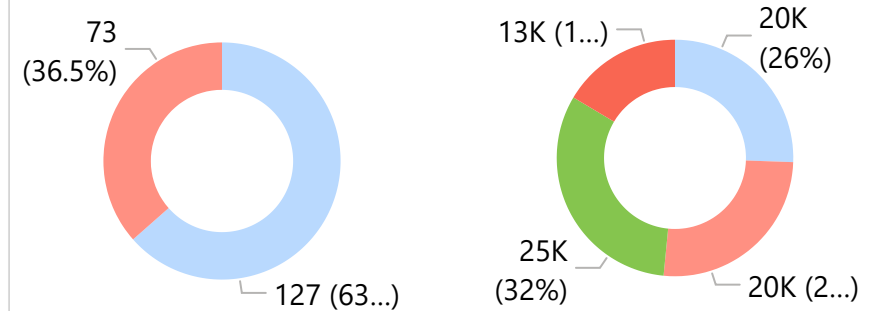
total\_budget

total\_events

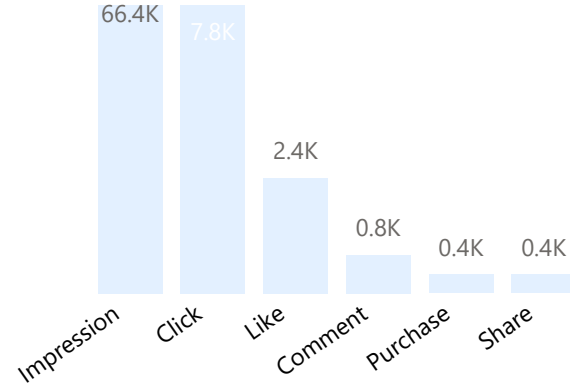
## A vibrant, stylized illustration depicting a diverse group of people interacting with various digital devices. In the center, a person with pink hair and glasses lies on their back, holding a green mug, while another person with brown hair and a yellow hoodie sits cross-legged, typing on a laptop. To the left, a person with dark skin and a blue jacket is seen from behind, looking at a large screen. In the foreground, a person with long black hair and a red sweater sits on the floor, looking at a tablet. To the right, a person wearing a green hijab and a green jacket is also on the floor, looking at a laptop. The background features several other screens and devices, including a smartphone and a tablet, all displaying various icons and images. The overall scene is colorful and dynamic, representing the digital age and the digital divide.

Age Group	Number of People (K)
25-34	13.3K
18-24	9.8K
35-44	4.3K
16-17	2.9K
45-54	1.0K
55-65	0.3K

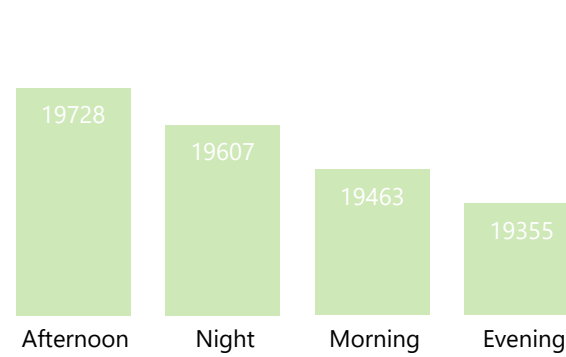
Gender	Not a member (Blue)	Not a member (Red)	Total
Male	10.8K	6.3K	17.1K
Female	7.3K	4.0K	11.3K
Other	2.0K	1.0K	3.0K



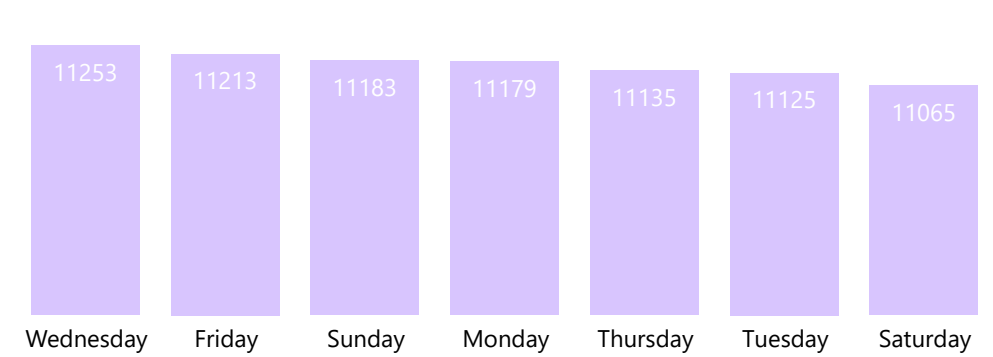
### Event Type



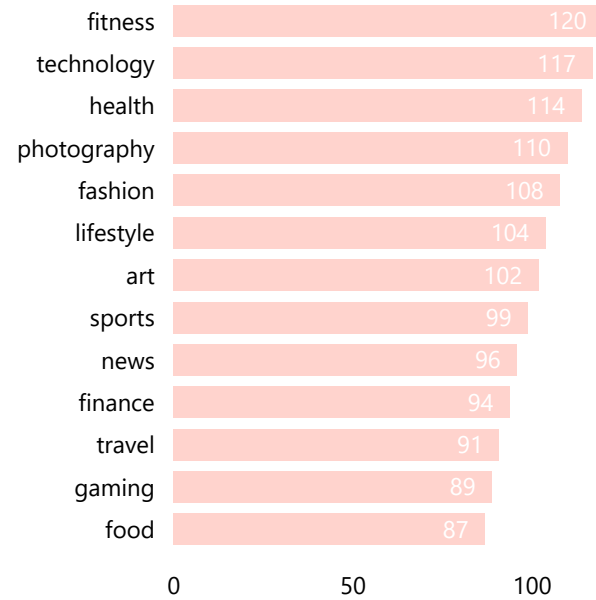
### Events by Day



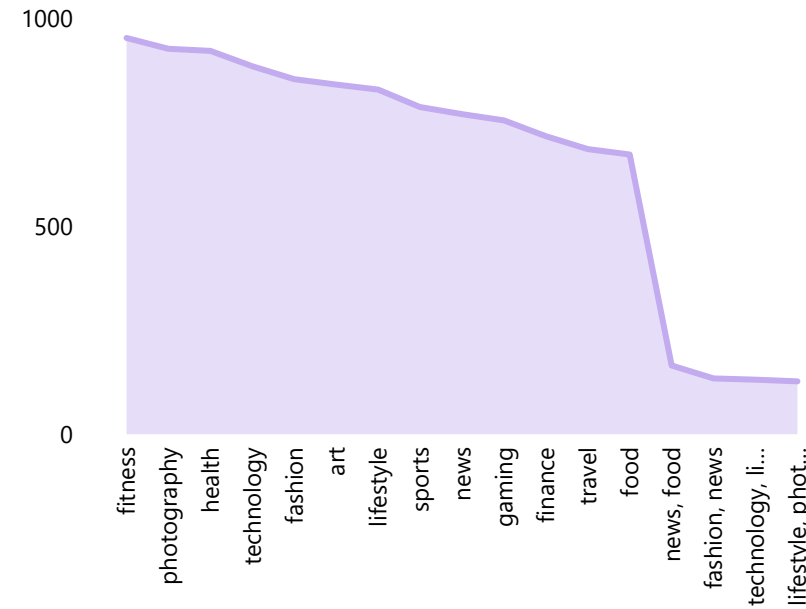
### Events by Week



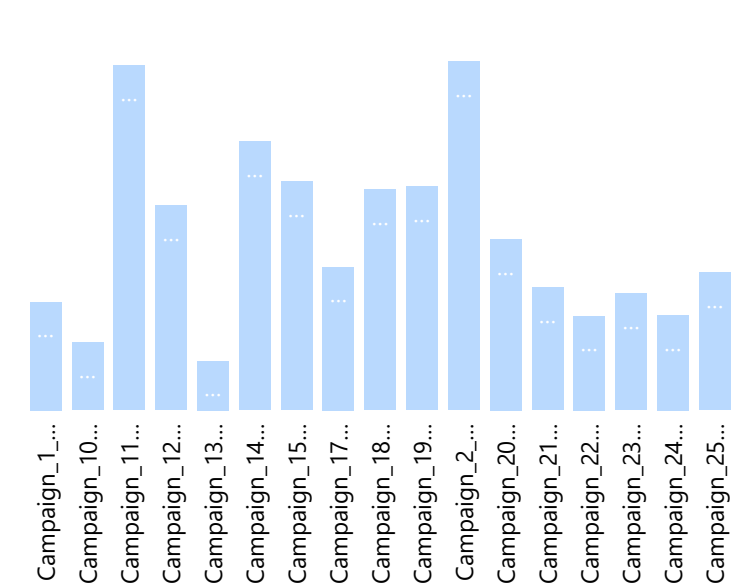
### Most Interests



### Interactions by Interests



### Events Cost



## Users

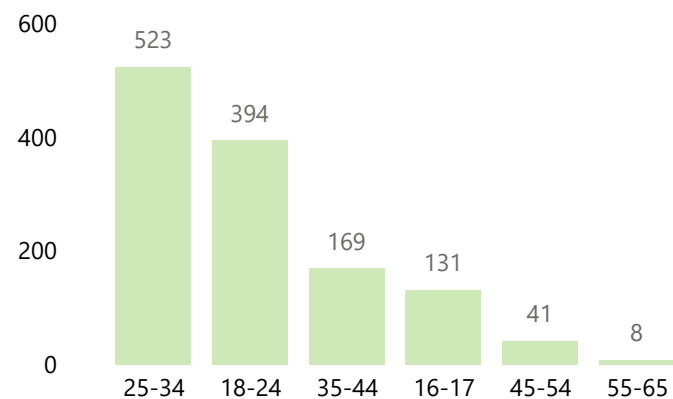
total budget

total events

## Summer 42 Campaign

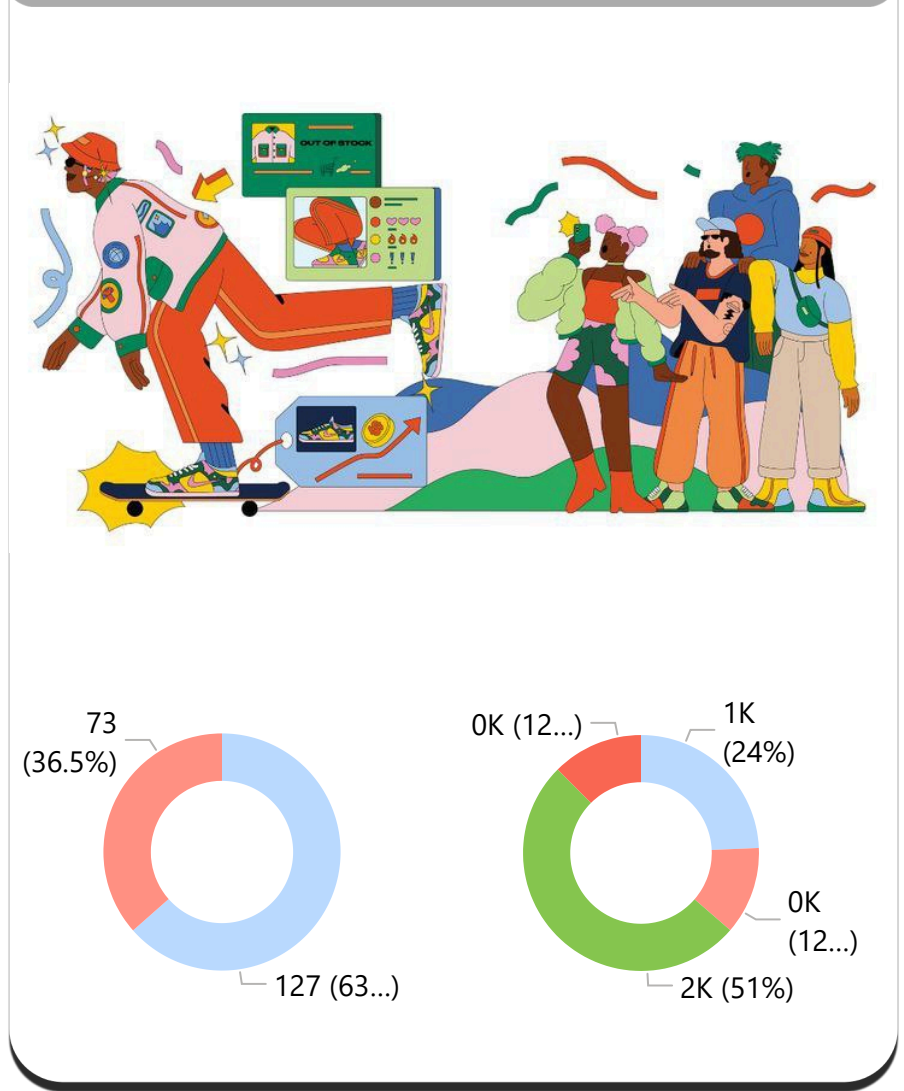
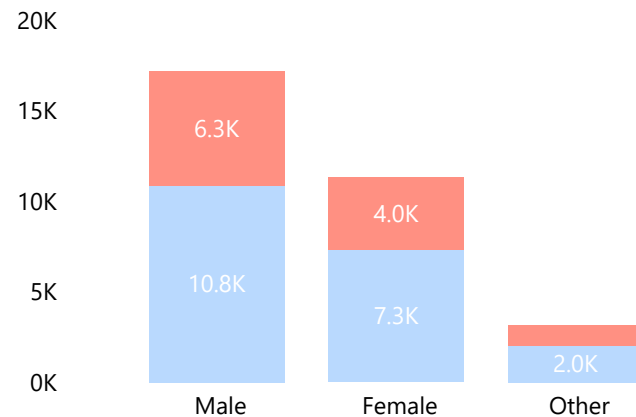
### Interactions by age group for summer 42 campaign

Age Group	Interactions
25-34	523
18-24	394
35-44	169
16-17	131
45-54	41
55-65	8



### interactions by gender and ad\_platform

Gender	facebook	google
Male	10.8K	6.3K
Female	7.3K	4.0K
Other	2.0K	1.0K

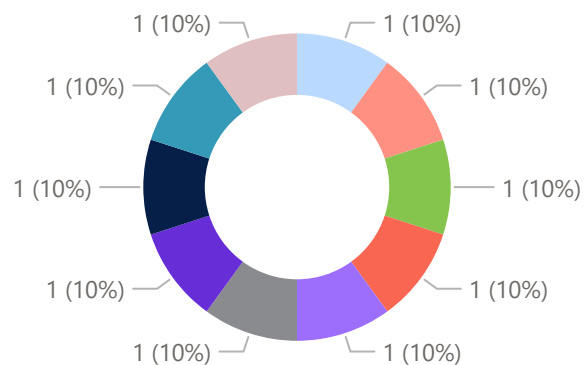


interactions by country for summer42

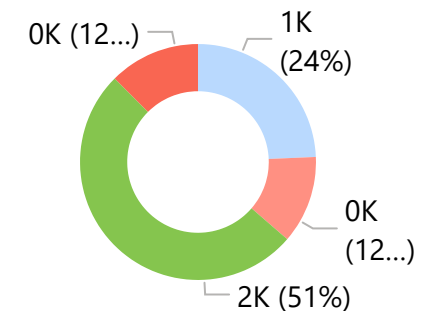
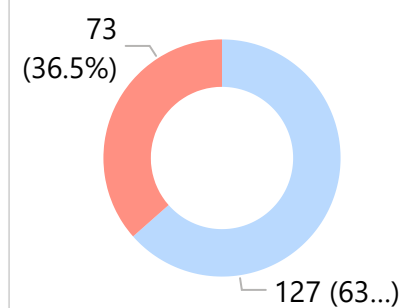
country

- Australia
- Brazil
- Canada
- France
- Germany
- India

country	interactions	percentage
Australia	1	10%
Brazil	1	10%
Canada	1	10%
France	1	10%
Germany	1	10%
India	1	10%
Other	4	40%



- Australia
- Brazil
- Canada
- France
- Germany
- India



\$2.53

cost\_per\_event

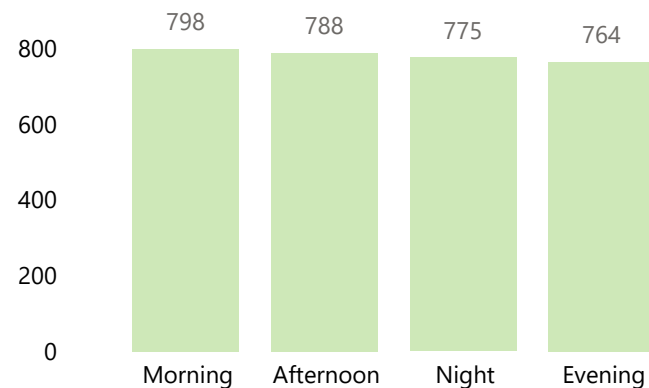
0.33%

percent\_of\_total

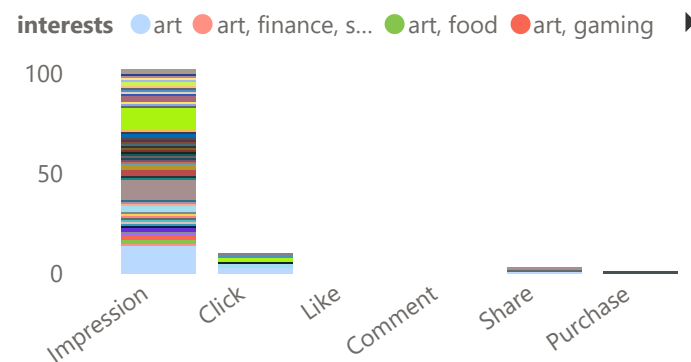
\$168

cost\_per\_day

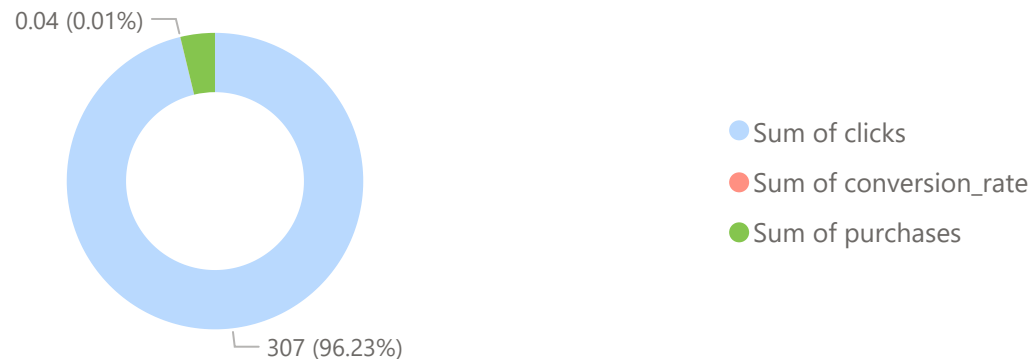
interaction by time of the day for summer 42 campaign



Sum of total\_events by event\_type and interests



interactions by country for summer42



Summer 42  
Campaign