Having analysed the provided data - we can draw the following conclusions:

**USERS**

**Genders**

The majority of the users are **males (65.01%)** who represent **2/3** of the total number of users.

**34.98%** are **females**. Other genders have not been presented in a sample.

Gender of **0.01%** users remains **undefined**.

Median age of **male** users equals to **36 years old** as opposed to females with median age of **37 years old** (*min. age = 0, max. age = 92, both might be considered outliers*).

**Countries**

TOP-5 countries with the highest number of users are:

|  |  |  |
| --- | --- | --- |
| **Country** | **Users** | **Ratio** |
| 192 | 4531 | 20.42% |
| 165 | 4527 | 20.40% |
| 234 | 4329 | 19.51% |
| 231 | 1142 | 5.15% |
| 10 | 951 | 4.29% |

**Dates**

The majority of users have been registered on **Sunday (15.61%)**, **Saturday (15.39%)** and **Tuesday (14.88%)**. Despite that fact, distribution between days of the week to the number of registered users differs insignificantly.

|  |  |  |
| --- | --- | --- |
| **Day** | **Registered Users** | **Ratio** |
| Sunday | 3463 | 15.6% |
| Saturday | 3415 | 15.39% |
| Tuesday | 3302 | 14.88% |
| Monday | 3231 | 14.56% |
| Friday | 2995 | 13.5% |
| Wednesday | 2906 | 13.1% |
| Thursday | 2874 | 12.95% |

**Vendors**

The major vendor is **Vendor** **1** with **12996 users**, which is **58.58%** out of total amount of users. **69.4%** of its users are males and **30.5%** are females.

|  |  |  |
| --- | --- | --- |
| **Vendor** | **Users** | **Ratio** |
| 1 | **12996** (m=9031/f=3964/u=1) | 58.58% |
| 4 | **2577** (m=1796/f=781) | 11.62% |
| 2 | **1806**  (m=977/f=829) | 8.14% |
| 3 | **1270** (m=948/f=321/u=1) | 5.72% |
| Others | **3537** (m=1672/f=1865) | 15.94% |

**SENDS**

The majority of sends fall upon **Tuesday**, **Monday** and **Sunday.**

|  |  |  |
| --- | --- | --- |
| **Day** | **Sends** | **Ratio** |
| Tuesday | 70264 | 15.52% |
| Monday | 67859 | 14.99% |
| Sunday | 66762 | 14.75% |
| Saturday | 63867 | 14.11% |
| Friday | 62006 | 13.7% |
| Thursday | 61480 | 13.58% |
| Wednesday | 60440 | 13.35% |

The highest number of sends fall upon **TriggerID 13** (11.3%) with **TriggerID** **8** (10.05%) following it shortly.

|  |  |  |
| --- | --- | --- |
| **Trigger ID** | **Sends** | **Ratio** |
| 13 | 51160 | 11.3% |
| 8 | 45512 | 10.05% |
| 62 | 40321 | 8.91% |
| 104 | 39381 | 8.7% |
| 3 | 39007 | 8.62% |

The **Trigger Group 4** with **44.2%** of sends is the group with the largest amount of sends.

|  |  |  |
| --- | --- | --- |
| **Trigger Group** | **Sends** | **Ratio** |
| 4 | 200105 | 44.2% |
| 3 | 96257 | 21.26% |
| 5 | 76072 | 16.8% |
| 1 | 31258 | 6.91% |
| 7 | 18139 | 4.01% |

Respectively the distribution by **type\_id** shows that **27.12%** of sends fall upon **type\_id 19** shortly followed by **type\_id 22** with **26.45%** of sends.

|  |  |  |
| --- | --- | --- |
| **Type ID** | **Sends** | **Ratio** |
| 19 | 122785 | 27.12% |
| 22 | 119751 | 26.45% |
| 587 | 23632 | 5.22% |
| 21 | 21425 | 4.73% |
| 581 | 18354 | 4.05% |

TOP-5 sends by CTR:

|  |  |
| --- | --- |
| **Send Type** | **CTR** |
| 21390 | 100% |
| 1073 | 100% |
| 1072 | 71.81% |
| 36 | 68.38% |
| 1074 | 60.6% |

**CLICKS**

Tuesday is the day of the week with the highest number of

|  |  |  |
| --- | --- | --- |
| **Day** | **Clicks** | **Ratio** |
| Tuesday | 8463 | 15.4% |
| Monday | 8415 | 15.31% |
| Sunday | 8275 | 15.05% |
| Saturday | 7829 | 14.24% |
| Friday | 7433 | 13.52% |
| Wednesday | 7309 | 13.3% |
| Thursday | 7244 | 13.2% |

Top-5 mails by clicks are:

|  |  |  |
| --- | --- | --- |
| **Mail ID** | **Clicks** | **Ratio** |
| 17693300747 | 202 | 36.75% |
| 17644540908 | 170 | 30.93% |
| 17473347751 | 145 | 26.38% |
| 17973195235 | 133 | 24.20% |
| 17709599555 | 113 | 20.56% |