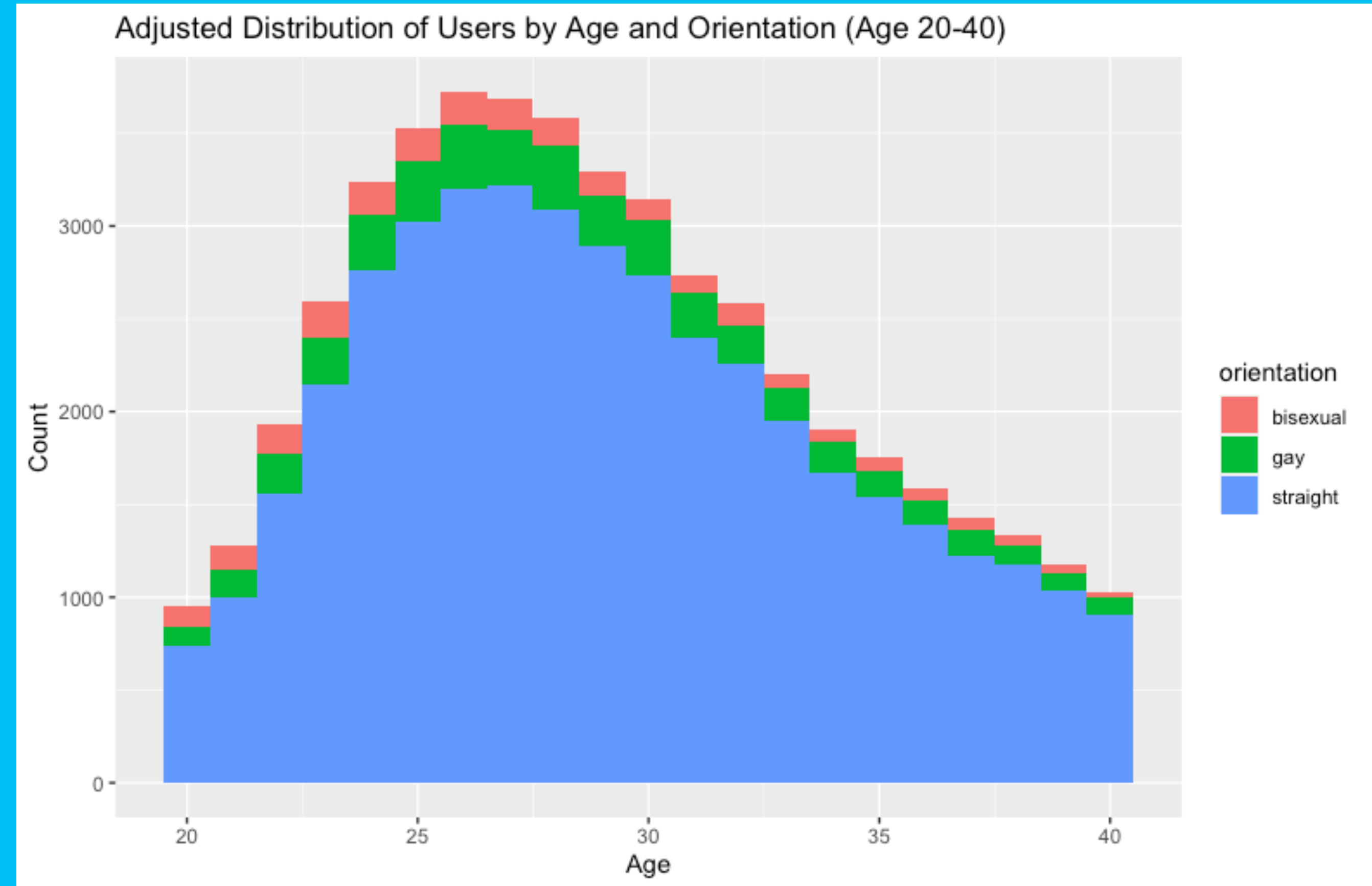


AGE & ORIENTATION

- The **age distribution peaks between 25-30**, indicating most users are within this age range.
- **Most users identify as straight**, followed by gay and bisexual.



INCOME, EDUCATION & RELATIONSHIP STATUS: UNCOVERING PATTERNS

Income & Relationship Status:

- "Available" and "Single" users have higher average incomes
- Potential Strategy: Target marketing campaigns toward "Available" and "Single" users due to their higher spending potential.

Income & Education:

- "Masters and above" generally have a higher income than those with only a "High School" education.
- Potential Strategy: "Available" and "Single" users, especially those with higher education, can be the key target audience for premium offerings or campaigns.

