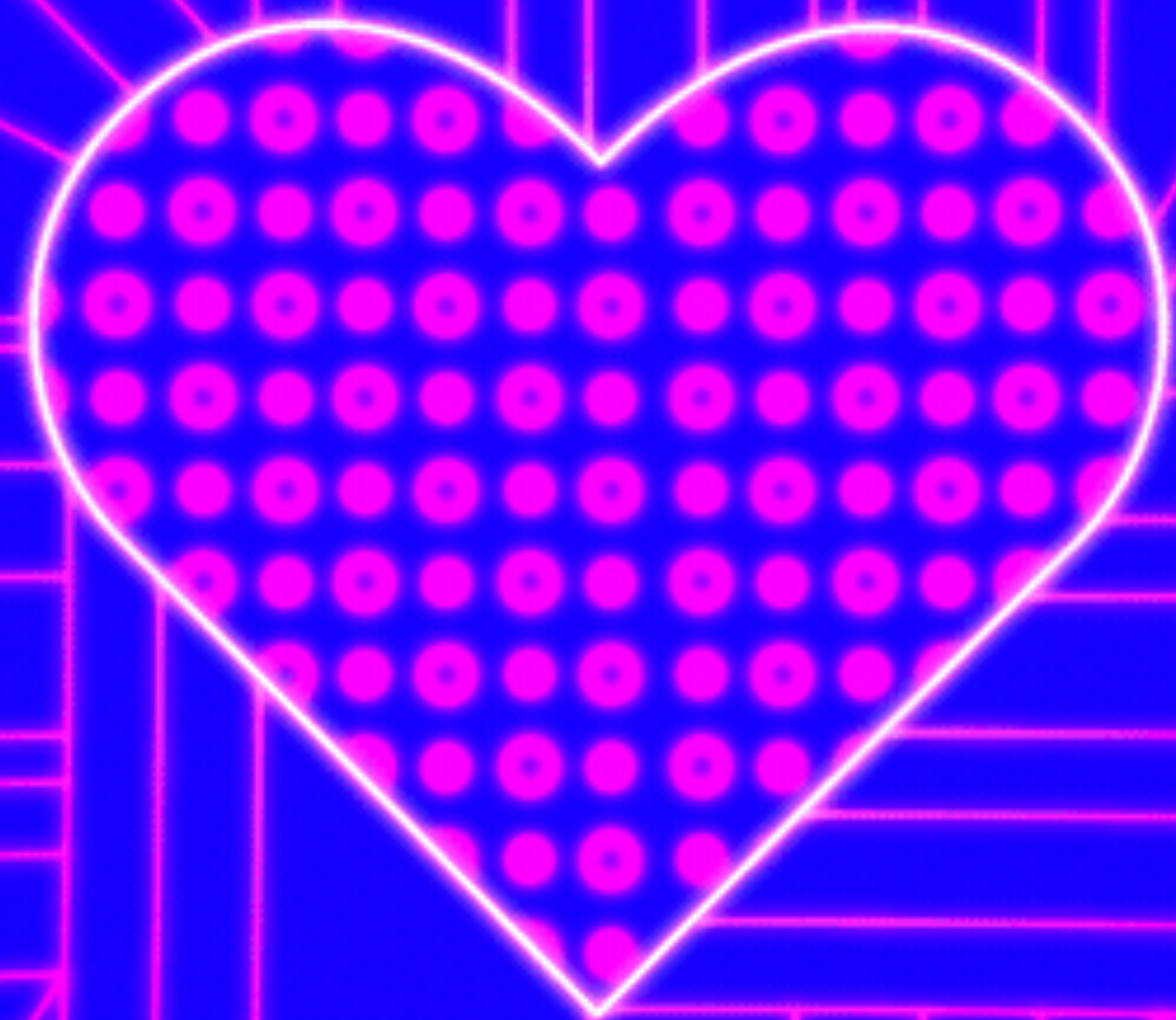
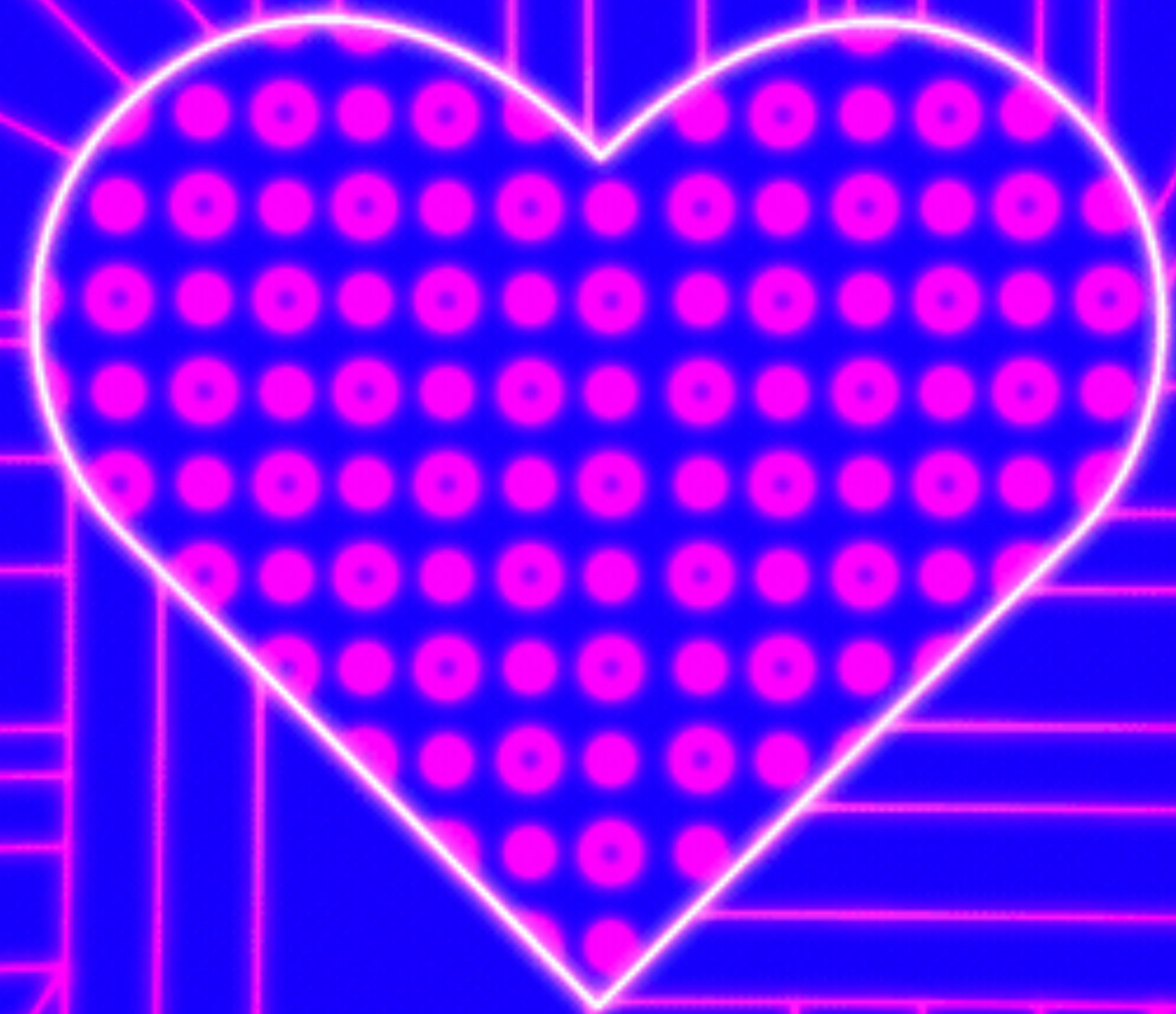


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KEY TAKEAWAYS

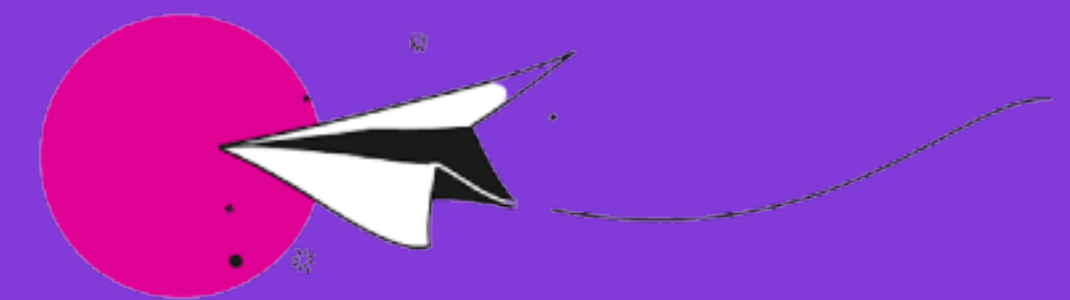


Age & Orientation:

- > The majority of users fall within the 25-30 age range.
- > Orientation distribution: Most users identify as straight, followed by gay and then bisexual.

Geographical Concentration:

- > Certain states or cities exhibit higher user concentration, suggesting potential for geographically targeted campaigns.
- > Areas with denser concentrations offer opportunities for local events or partnerships.



Income Dynamics



- > "Available" and "Single" users showcase higher average incomes, hinting at their potential spending power.
- > Education is pivotal in income; advanced degrees often lead to higher earnings.

Orientation & Lifestyle Choices:

- > Most straight users predominantly drink socially, presenting opportunities for social events or experiences.
- > A sizable segment of gay and bisexual users abstain from alcohol, highlighting diverse lifestyles within our user base.

