

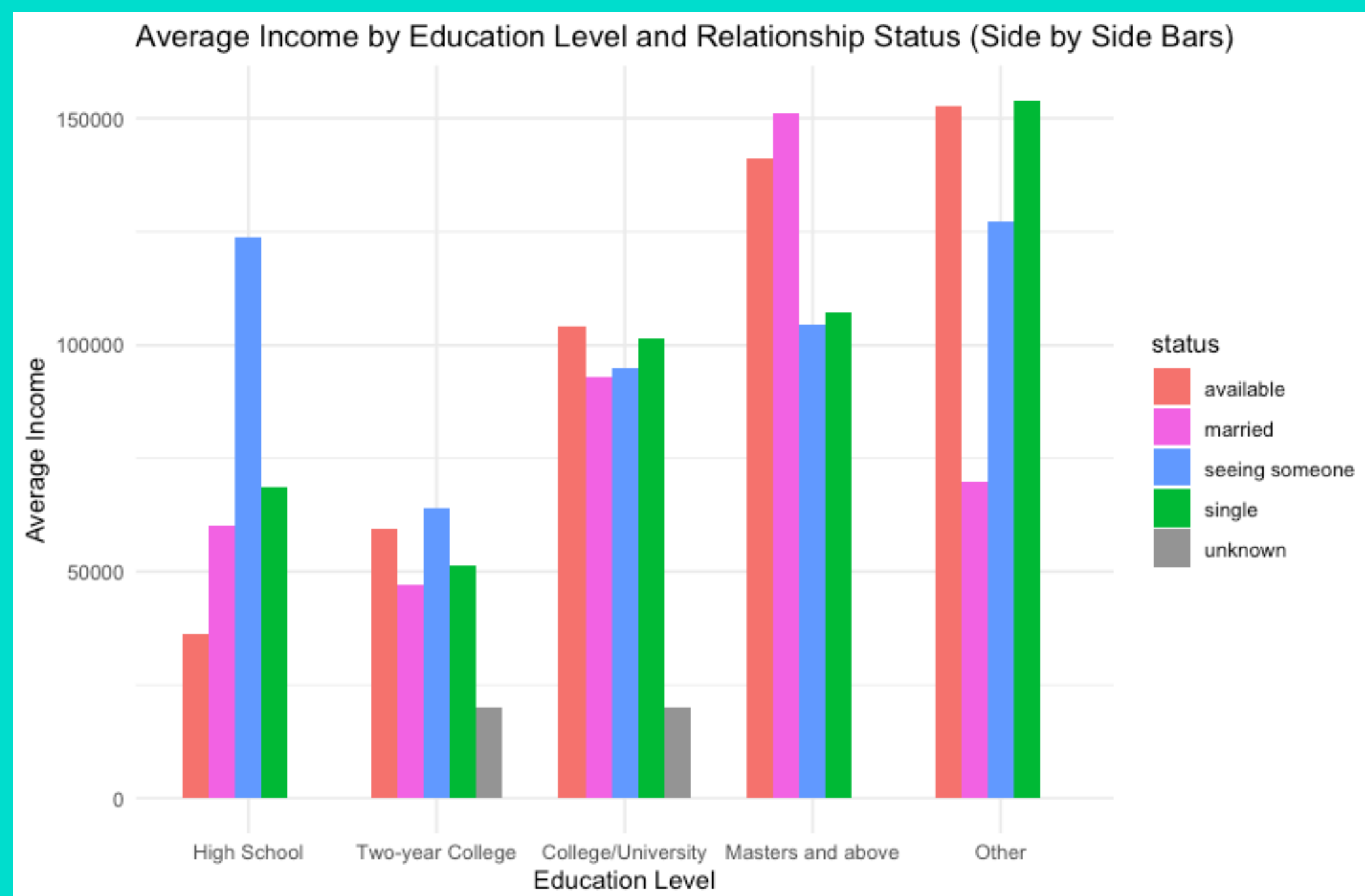
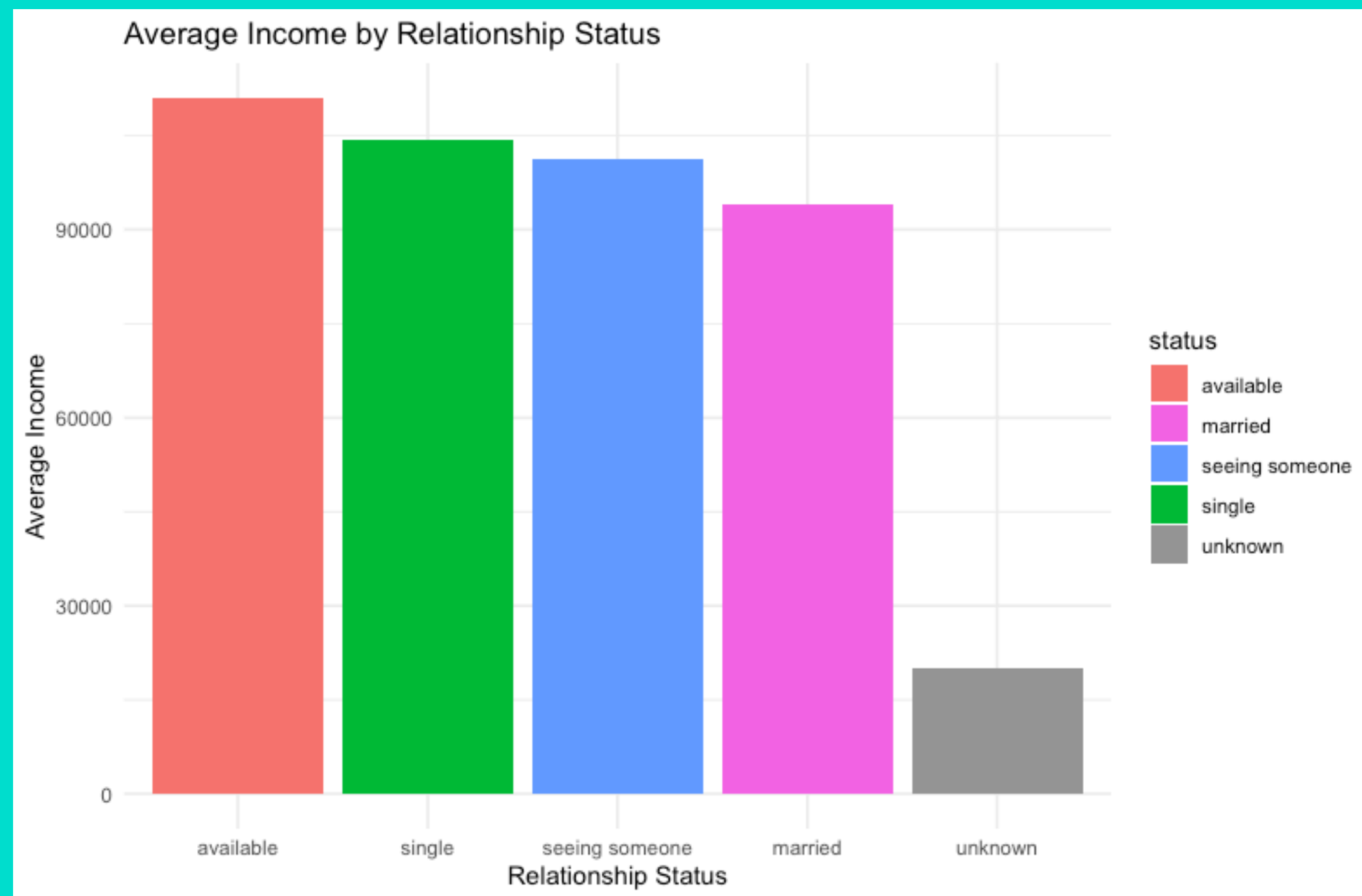
INCOME, EDUCATION & RELATIONSHIP STATUS: UNCOVERING PATTERNS

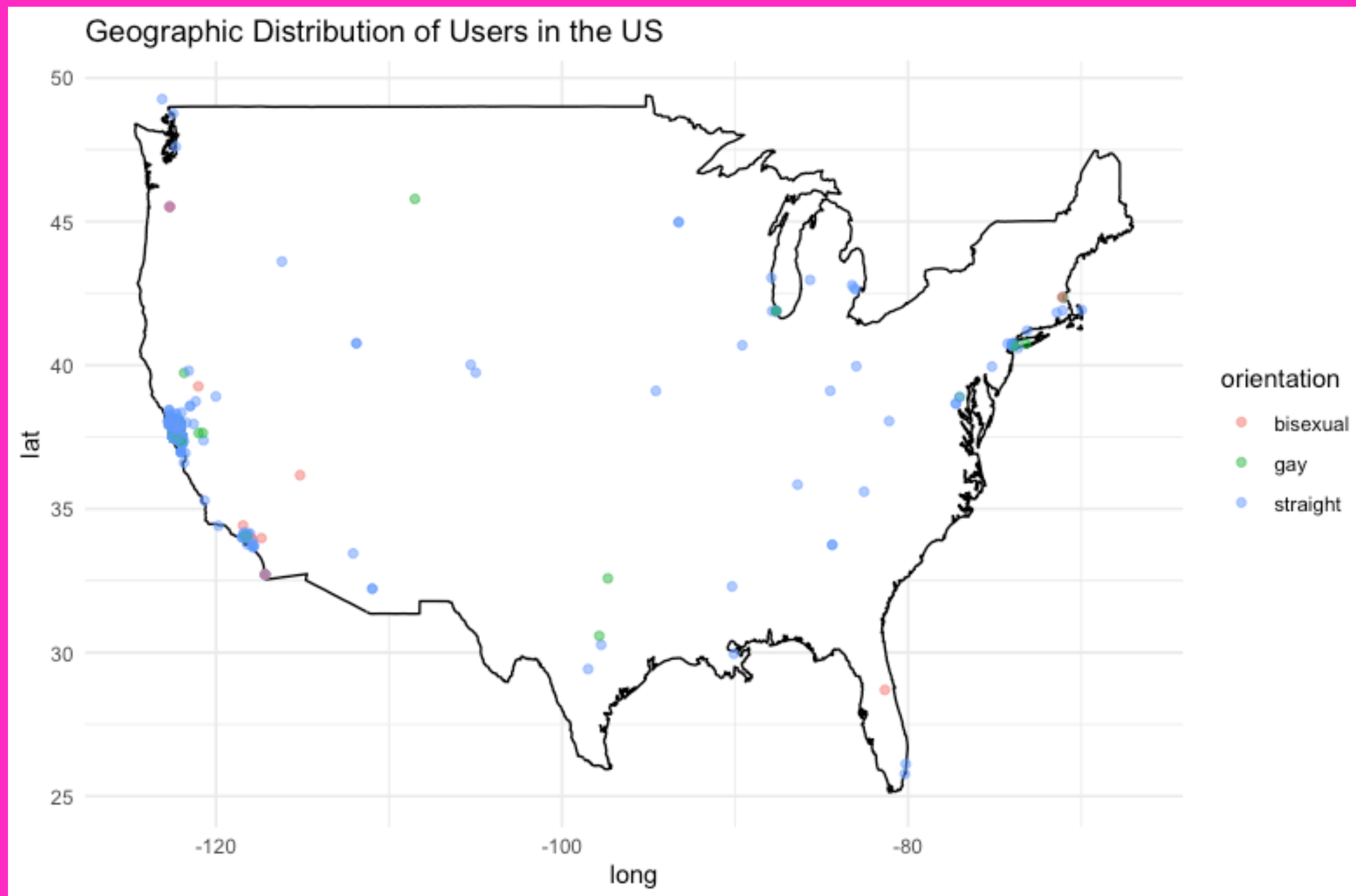
Income & Relationship Status:

- "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.





● Concentrations of users in certain regions.

● Hotspots can inform targeted advertising, events, or promotions in those areas.

● Orientation and Location:

● Geographic distribution of orientations (bisexual, gay, straight) can help customize marketing messages.

● Regions with more gay and bisexual users can have LGBTQ+-friendly campaigns or events.

GEOGRAPHICAL DISTRIBUTION

