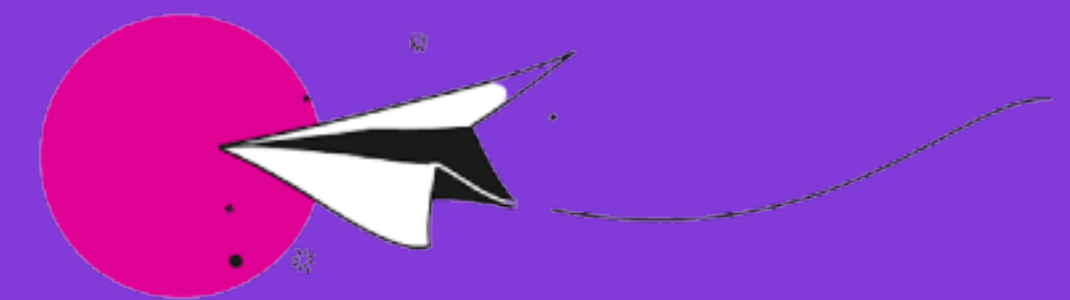


## Age & Orientation:

- > 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

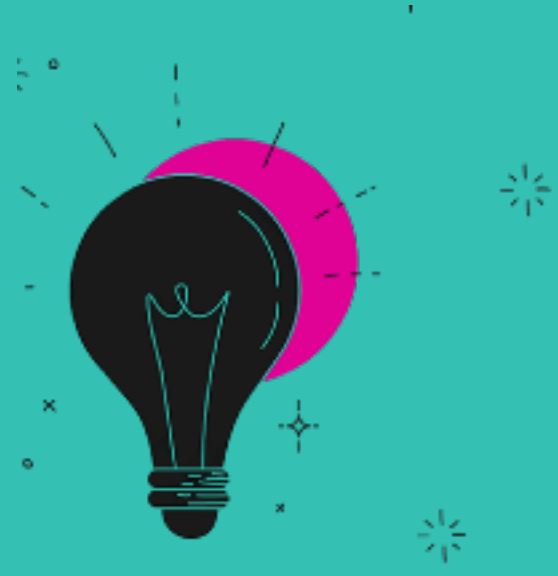


- > "Available" and "Single" users showcase higher average incomes, hinting at their potential spending power.
- > Education is pivotal in income; advanced degrees often lead to higher earnings.

## 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.





# OVERALL IMPLICATIONS:

- \* — Segment-focused campaigns can enhance user engagement and response rates.
- Uncovering diverse lifestyles within our community allows for more inclusive and targeted marketing.
- Leveraging geographical data can optimize localized campaigns and partnerships.

## FINAL NOTE

Maximizing outreach means deeply understanding our users – from socio-economic factors to lifestyle choices. These insights pave the path for nuanced marketing campaigns.

