

Report: PY Insights Data Analyst Pre-Task

User id- demoUser@py-insights.com

User summary

I. Demographics (Inferred)

- **Age Range:** 22-29 years old (likely). High purchase of home goods, possible presence of toys/games suggest family or nesting stage.
- **Gender:** Likely **female**. Purchasing patterns and general social media trends lean towards a female demographic.
- **Family Status:** Possibly married/partnered, with children or considering having children. Toys & Games purchases and strong Home & Kitchen focus suggest this.
- **Education Level:** Likely holds a bachelor's degree or higher. This is suggested by the sophisticated use of technology and the types of websites visited.
- **Income Bracket:** Mid-to-upper middle class, based on the demonstrated ability to spend on travel, home goods, and discretionary purchases.

II. Profession and Work Habits

- **Occupation:** Likely a white-collar professional or a stay-at-home parent. The workplace tools and career-related browsing habits suggest a professional background, but the strong home focus and presence of toys could point towards a stay-at-home role.
- **Job Interest Level:** Somewhat active interest in jobs and career development; not an urgent job seeker.
- **Tech Literacy:** Demonstrates good tech literacy, being familiar with various online platforms and digital tools.

III. Lifestyle and Interests

- **Primary Passion:** Travel (planning, researching, and experiencing).
- **Home-Centric:** Value placed on home environment; enjoys cooking, home improvement, and creating a comfortable living space.
- **Social Engagement:** Active participant in social media and communication platforms.
- **Consumer Habits:** Regular online shopper with diverse needs, spanning from household items to personal care and leisure.
- **Health Awareness:** Displaying an interest in health and wellness topics.
- **Food Related Engagement:** User enjoys food and recipes.

IV. Online Behavior

- **Search Engine Usage:** Frequent and broad, using search engines for information, planning, and discovery.
- **Social Media Activity:** Actively participates in social networks for connecting with others, staying informed, and potentially sharing content.
- **Purchase History:** Spends online across a variety of categories, primarily Home & Kitchen, but also including food, toys, and personal care.
- **Web Browsing:** Diverse browsing habits, reflecting a combination of professional tasks, personal interests, and informational needs.

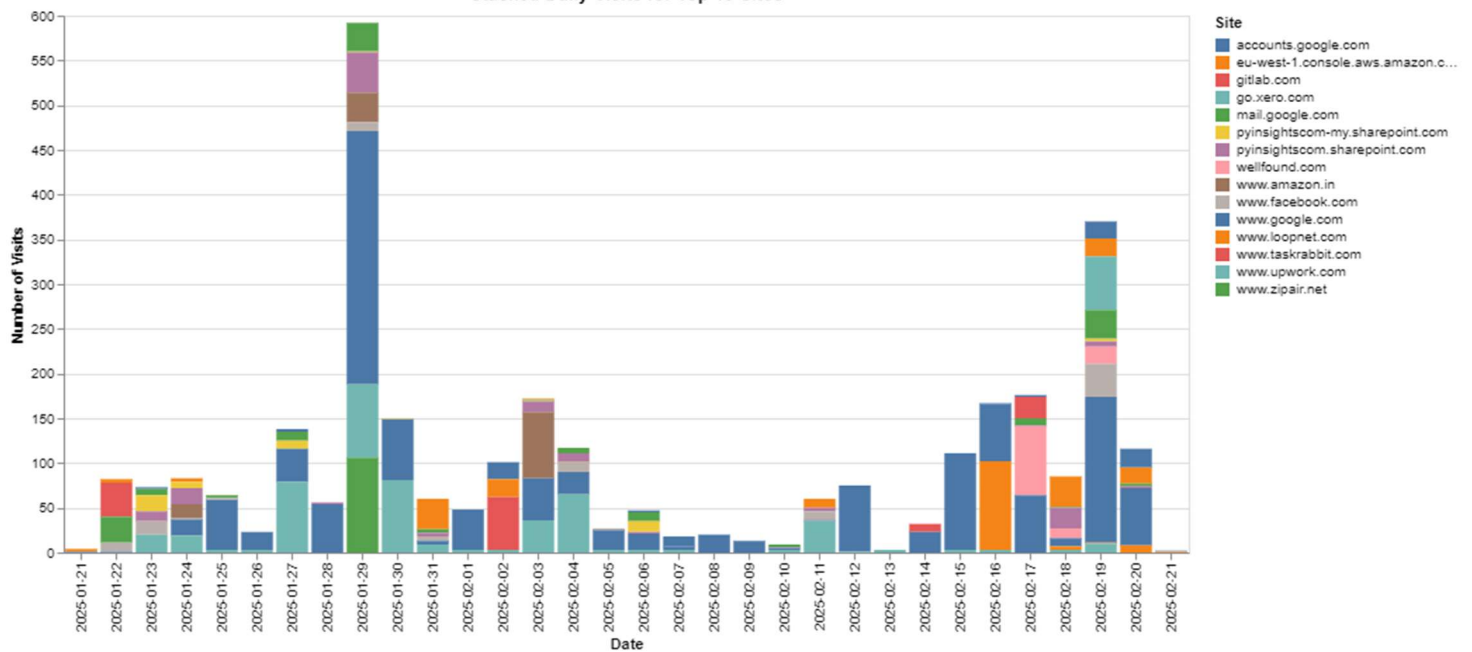
V. Composite User Persona

This individual is a busy, resourceful, and digitally engaged person. She likely has a career or is actively managing a home and family. Travel is a significant passion that she prioritizes, while also dedicating time and resources to creating a comfortable and well-maintained home. She values connection and stays active on social media, using the internet as a primary tool for information, planning, shopping, and entertainment. She has a good level of tech savviness and is comfortable navigating the digital landscape for both professional and personal needs.

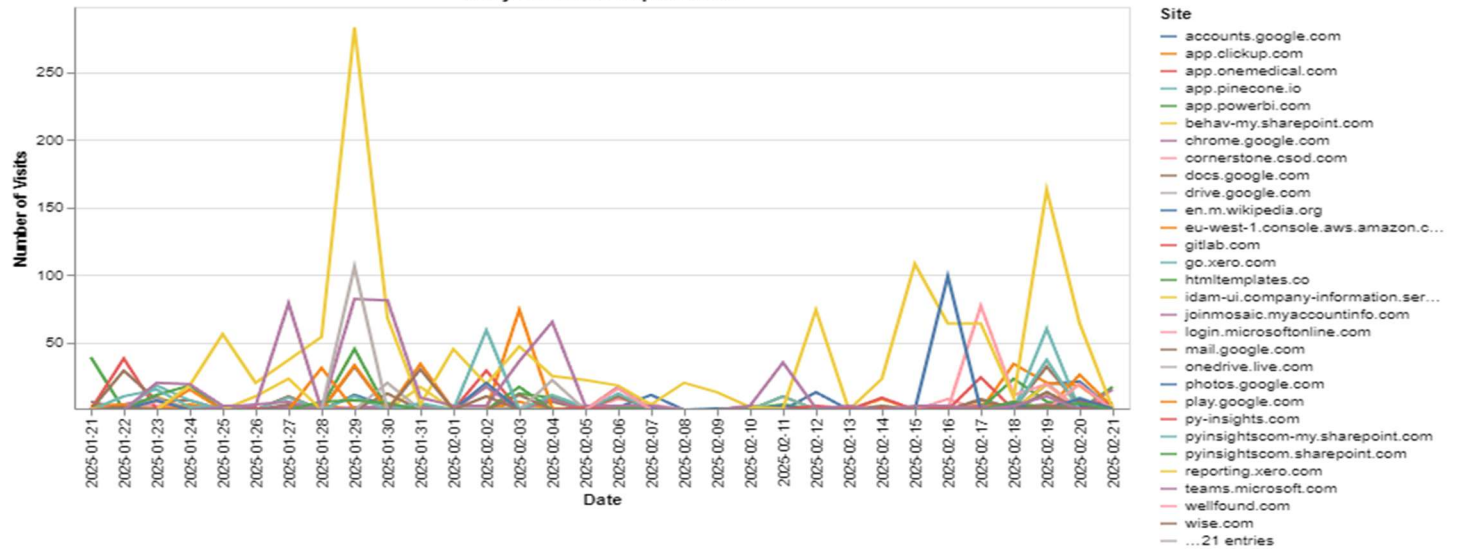
Daily Activity analysis

Website uses-

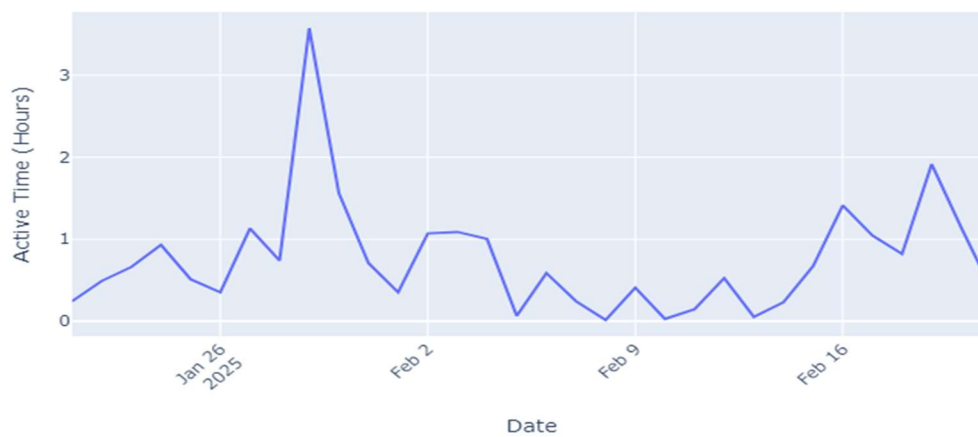
Stacked Daily Visits for Top 15 Sites

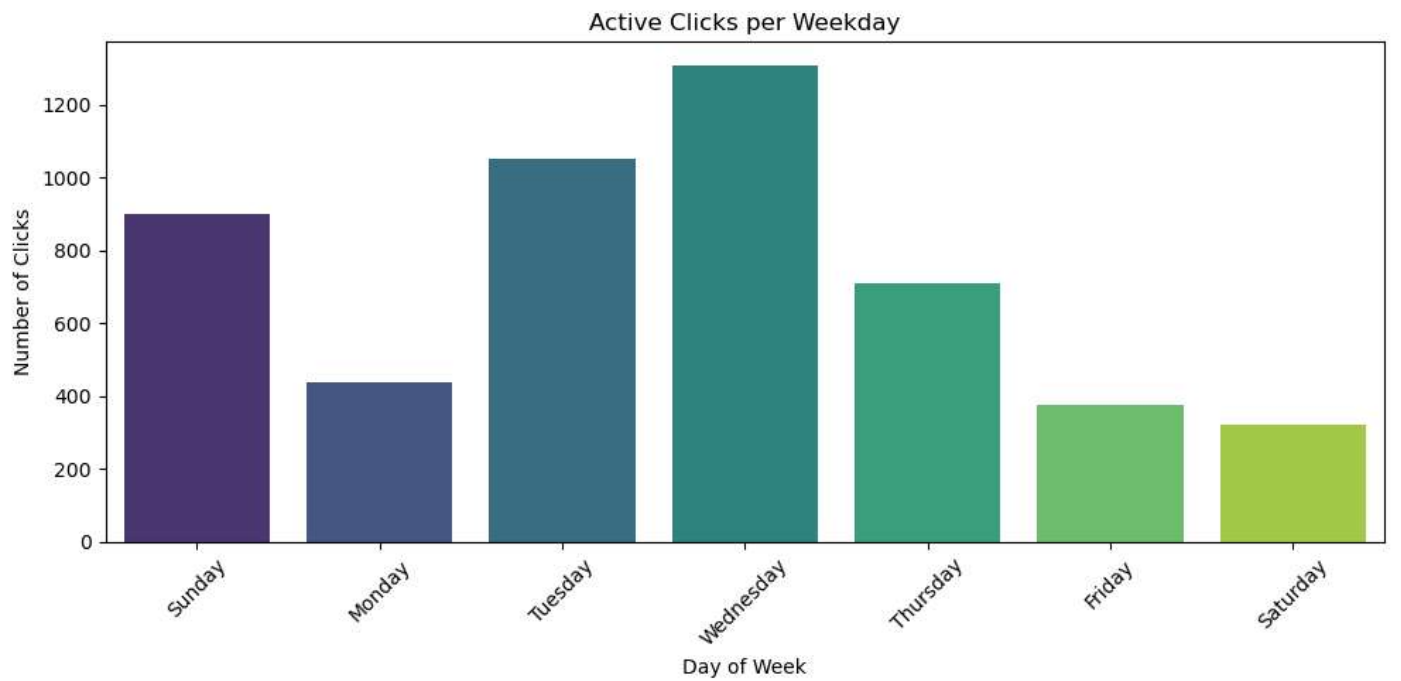
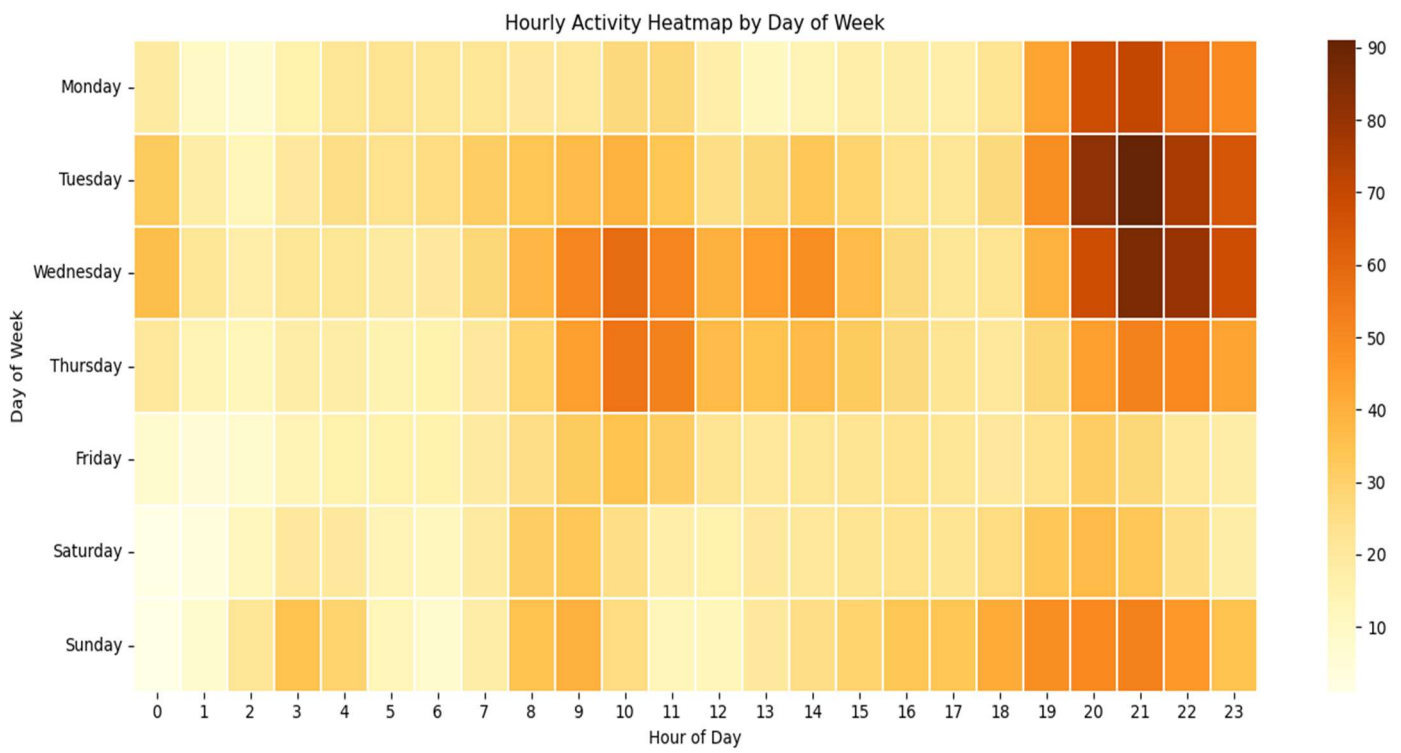


Daily Visits for Top 50 Sites



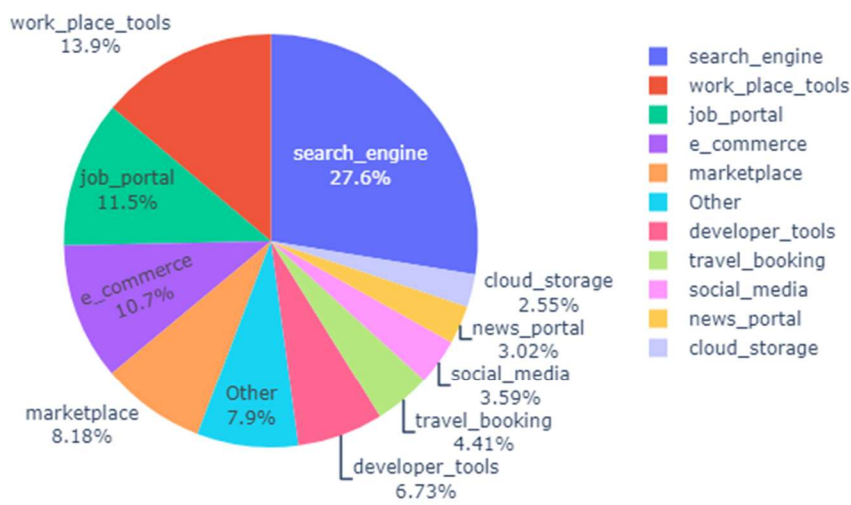
Daily Active Time (Hours)



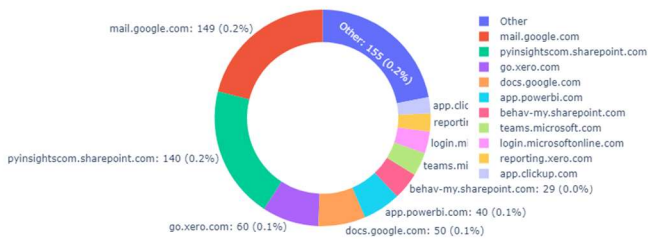


Websites visit

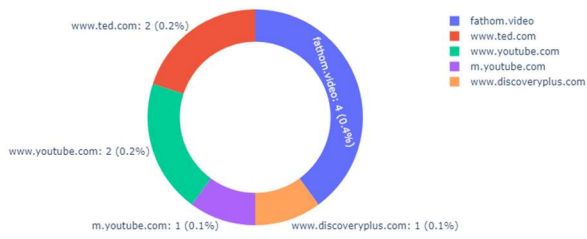
Website Categories Distribution (Top 10 + Other)



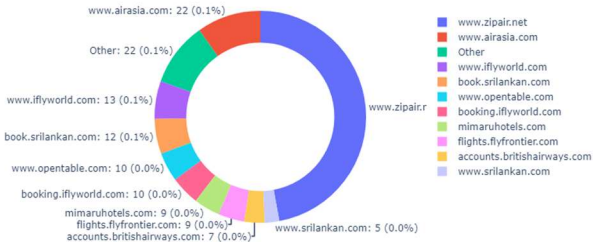
Domain Distribution in Category: work_place_tools



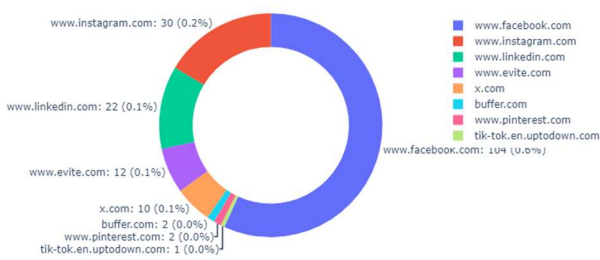
Domain Distribution in Category: video_streaming



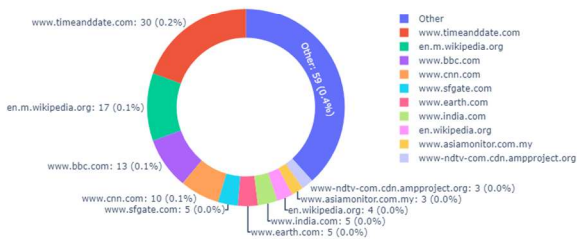
Domain Distribution in Category: travel_booking

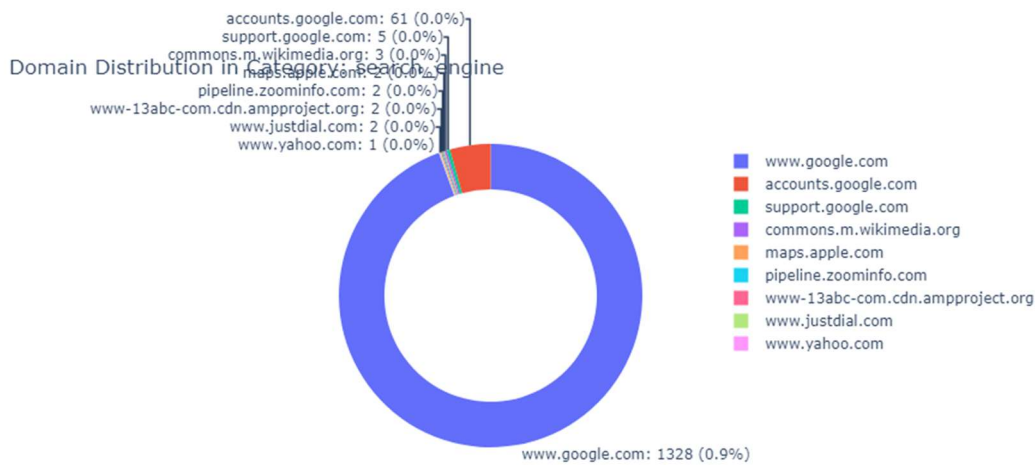


Domain Distribution in Category: social_media

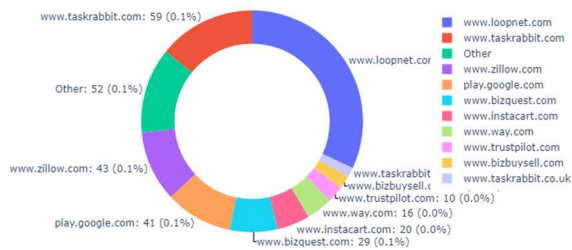


Domain Distribution in Category: news_portal

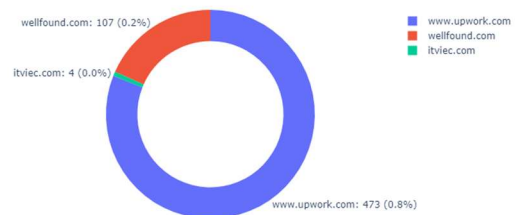




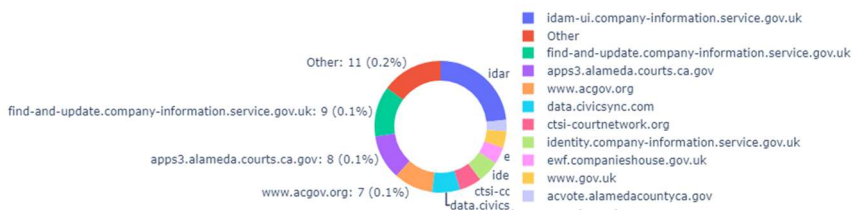
Domain Distribution in Category: marketplace



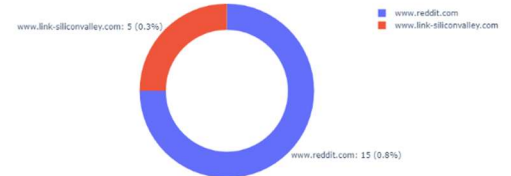
Domain Distribution in Category: job_portal



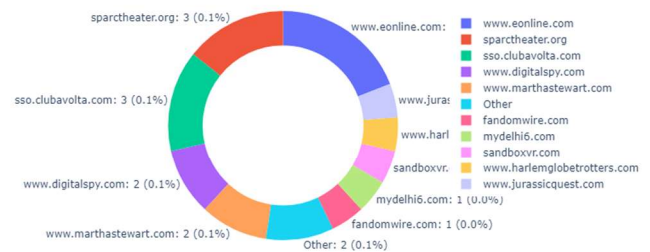
Domain Distribution in Category: government_services



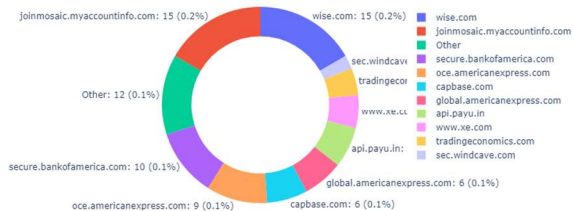
Domain Distribution in Category: forum_community



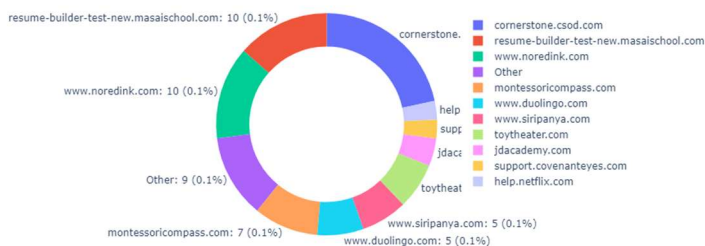
Domain Distribution in Category: entertainment_portal



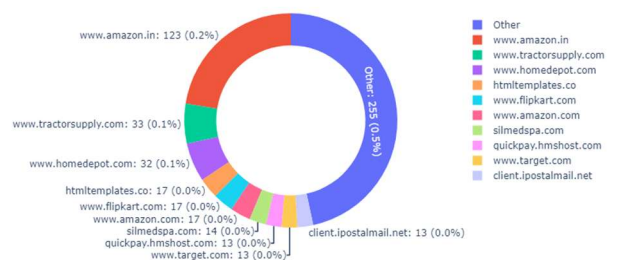
Domain Distribution in Category: finance_banking



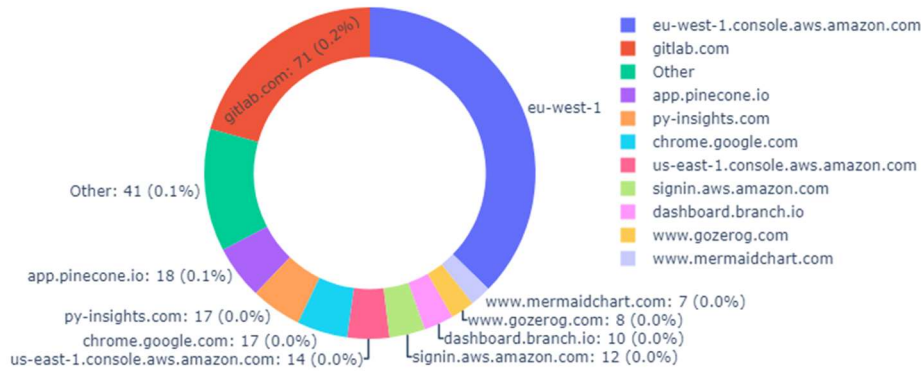
Domain Distribution in Category: e_learning



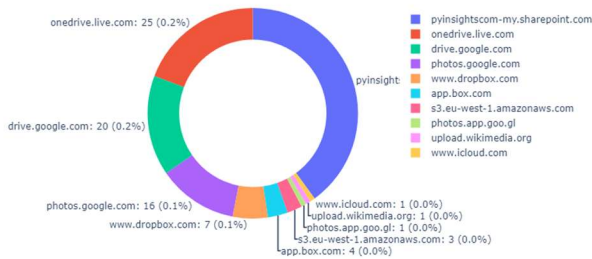
Domain Distribution in Category: e_commerce



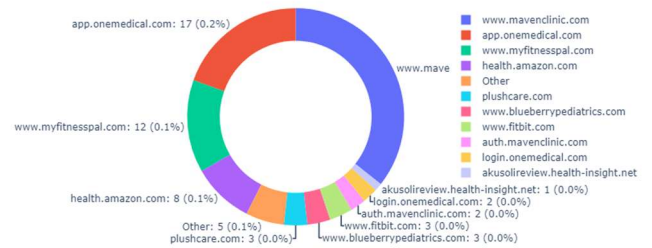
Domain Distribution in Category: developer_tools



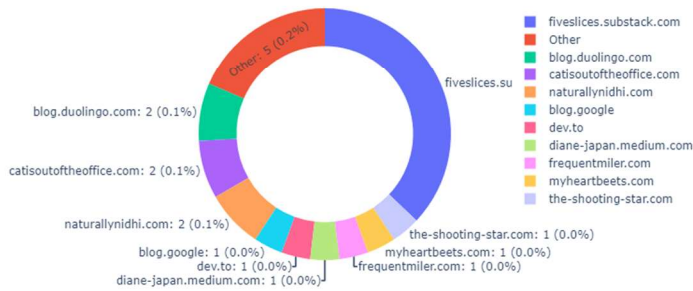
Domain Distribution in Category: cloud_storage



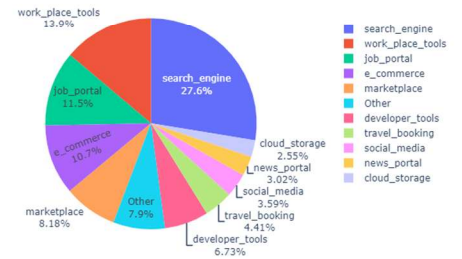
Domain Distribution in Category: health_fitness



Domain Distribution in Category: blogging_platform

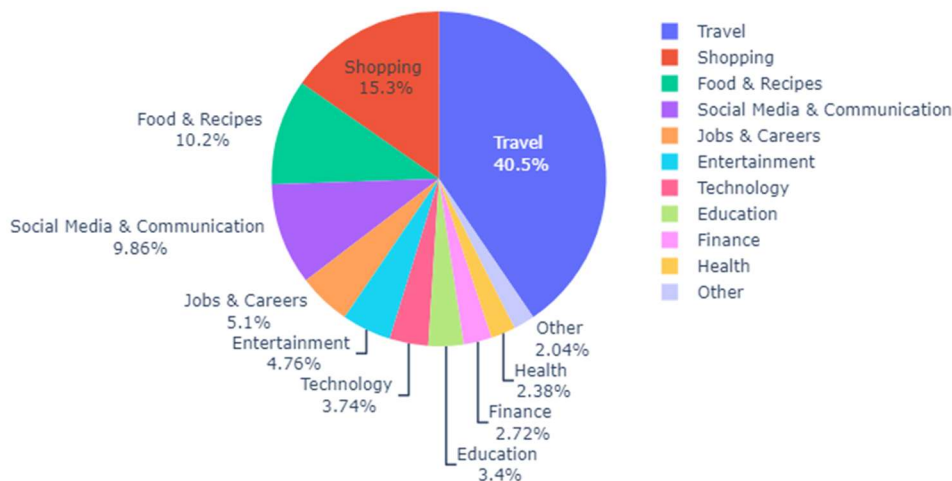


Website Categories Distribution (Top 10 + Other)



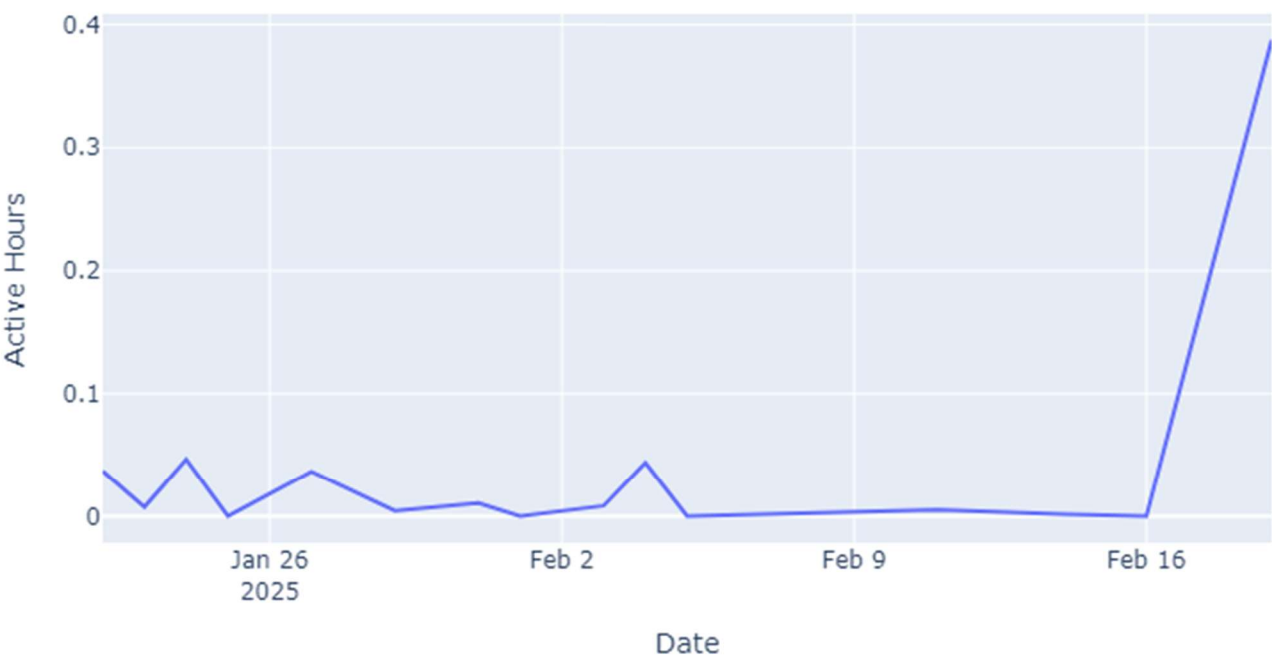
Google Search History

Google Search History

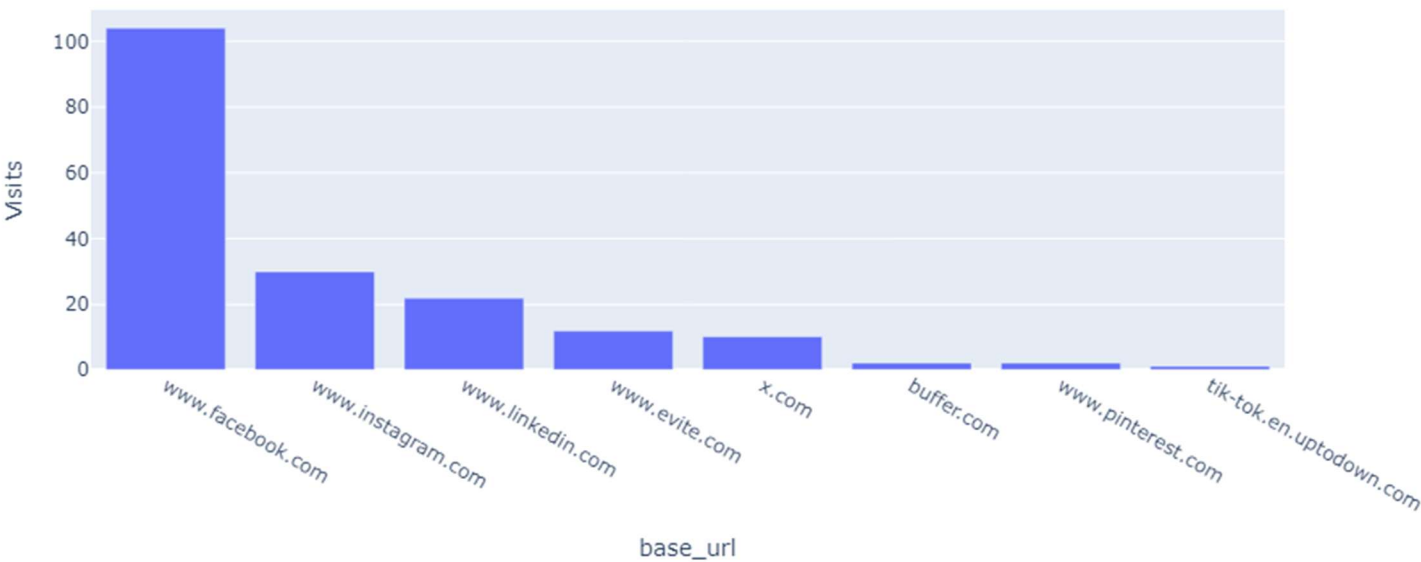


Social Media

Daily Social_Media Usage

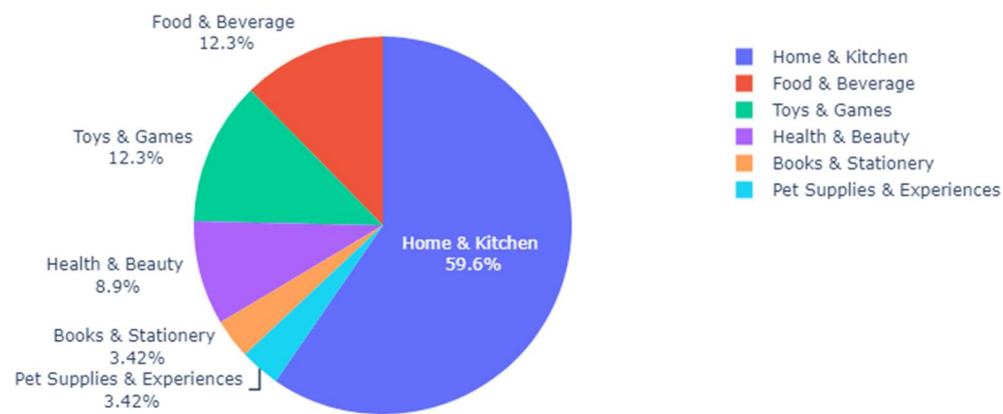


Top 10 socia media Domains



E-Commerce

Purchase Categories Distribution (Top 10 + Other)



Top 10 E-commerce Domains

