**INSIGHTS :-**

1. **Gender Distribution**:
   * Insight into the gender demographics of respondents.
   * Helps understand the reach and appeal of T20 cricket among different genders.
   * Can influence marketing and engagement strategies.
2. **Age Distribution**:
   * Average age and age range distribution of respondents.
   * Identifies the age groups that are most interested in T20 cricket.
   * Can help tailor content and promotions to different age demographics.
3. **Watch Frequency**:
   * Percentage of respondents in each frequency category (e.g., daily, weekly, occasionally).
   * Shows how often people watch T20 cricket.
   * Can be used to assess fan engagement and predict viewership trends.
4. **Favorite Aspects**:
   * Most common favorite aspects of T20 cricket among respondents (e.g., fast-paced games, star players).
   * Highlights what elements of the game are most appealing.
   * Useful for enhancing these aspects in marketing and broadcasting.
5. **Team Support Distribution**:
   * Percentage of respondents supporting each team.
   * Indicates the popularity of different teams.
   * Can inform targeted campaigns and merchandising opportunities.
6. **Preferred Viewing Format**:
   * Percentage of respondents preferring each format (e.g., TV, online streaming).
   * Helps understand how fans prefer to watch matches.
   * Can guide investments in different viewing platforms.
7. **Average Matches Watched per Week**:
   * Average number of matches watched per week by respondents.
   * Provides an idea of the average engagement level of fans.
   * Useful for planning content release schedules.
8. **Influencing Factors**:
   * Most common factors influencing the decision to watch a match (e.g., team performance, player participation).
   * Helps understand what drives viewership.
   * Can be used to enhance the viewing experience and increase engagement.
9. **Live Match Attendance**:
   * Percentage of respondents who have attended a live match.
   * Indicates the level of interest in attending live events.
   * Can influence ticket sales strategies and event planning.
10. **Social Media Following**:
    * Percentage of respondents following cricketers or teams on social media.
    * Shows the online engagement with teams and players.
    * Can guide social media marketing efforts.
11. **Preferred Social Media Platform**:
    * Most common social media platforms used to follow cricketers or teams.
    * Identifies where the audience is most active online.
    * Useful for focusing social media campaigns on the right platforms.
12. **Excitement Level**:
    * Average excitement level rating for the tournament.
    * Gauges overall enthusiasm for the event.
    * Can be used to measure the success of promotional efforts.
13. **Perceived Successful Country**:
    * Most commonly perceived most successful country.
    * Provides insights into which country's team is seen as the strongest.
    * Can influence international marketing and fan engagement strategies.
14. **Strong Contender Team**:
    * Percentage of respondents identifying each team as a strong contender.
    * Indicates public perception of team strengths.
    * Useful for competitive analysis and team promotion.
15. **Preferred Viewing Time**:
    * Most common preferred time of day for watching matches.
    * Helps schedule match broadcasts to maximize viewership.
    * Can guide advertising slot purchases.

These pointers can provide a comprehensive understanding of the audience's preferences, behaviors, and demographics, helping to make data-driven decisions to enhance engagement and viewership.

In Dashboard section we consider only few of then because It’s very difficult to understand the points if we show all of pivot tables as dashboard.