CHOOSE SOMETHING NOTEWORTHY ABOUT THE DATA AND SHARE WITH A NON-TECHNICAL STAKEHOLDER.

Count of CREATED _DATE	GENDER				
SIGN_UP_ SOURCE	Female	Male	Prefer_not_t o_say	Transgender	Grand Total
Apple	10	13	14	14	51
Email	8	9	13	7	37
Facebook	14	8	8	8	38
Google	9	5	12	12	38
Grand Total	41	35	47	41	164

From the above table, we can conclude that most of the users prefer not to reveal their gender. Excluding them, female and transgender users are the majority.

The business stakeholders can decide how to increase their profit by focusing on the products that they invest the maximum on.

Also, majority of the users sign up from Apple. The business can discuss on how to increase the adds that run in the most popular sign-up source.